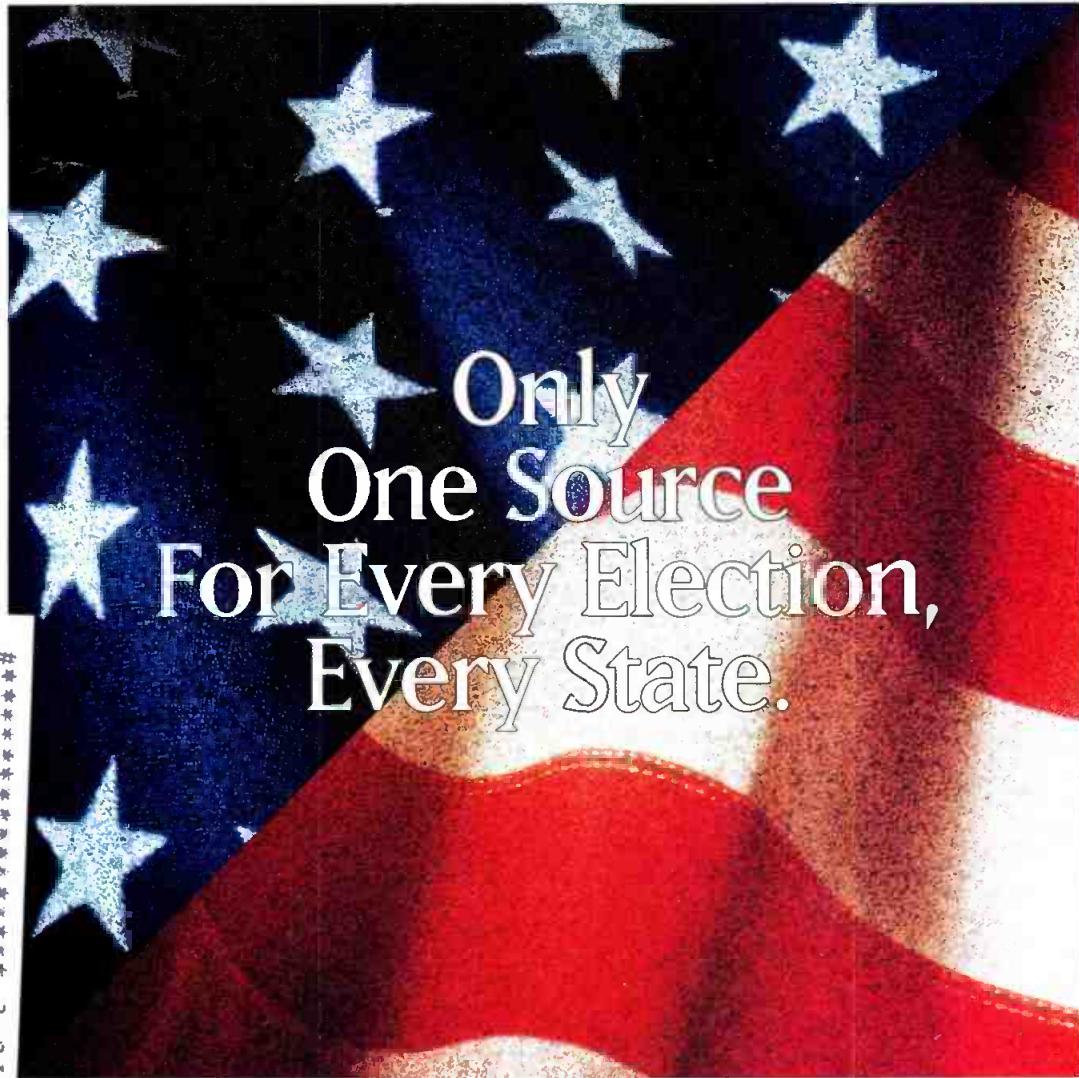


- **UPDATE: THE TOP 25 TV GROUPS / 47**
- **MULTIMEDIA ENTERTAINMENT BRANCHES OUT / 19**
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THE MARCH EDITION

**RADIO EXTRA**

Vol. 122 No. 14

# THE TOONS HAVI



SOURCE: NSS Feb. 92 National Survey Period

# #1 WRAPPED UP!

**#1 IN HOUSEHOLDS!**  
**#1 IN KIDS 2-11!**  
**#1 IN KIDS 6-11!**  
**#1 IN TEENS!**

**FEBRUARY 1992 • NATIONAL AA RATING**

PROGRAM	HH RATING	K 6-11	K 2-11	TEENS
<b>TINY TOON ADVENTURES</b>	<b>3.8</b>	<b>7.5</b>	<b>7.0</b>	<b>4.1</b>
DARKWING DUCK	3.8	6.8	7.0	3.9
TALE SPIN	3.5	5.4	5.9	3.4
CHIP 'N' DALE	3.1	4.7	5.2	3.1
DUCKTALES	3.1	4.0	4.5	3.3
TEENAGE NINJA TURTLES	2.9	5.5	6.1	2.5



*Steven Spielberg Presents*



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# Top of the Week

## CABLE'S SHOWDOWN IN THE HOUSE

*Rough going predicted for Markey's S.12-like package; markup set for Tuesday*

By Randy Sukow

**H**ouse Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) last week unveiled a draft of a tough cable regulation bill, but moving it cleanly through his subcommittee could be a difficult task.

As Markey goes to a markup, scheduled for tomorrow (March 31), a number of subcommittee Democrats may join a solid block of nine Republicans in voting for moderating amendments that would take some of the sting out of the measure for cable.

In any event, the Markey measure's broadcaster-backed must carry/retransmission consent is expected to survive.

"This is pro-consumer, pro-competition legislation, designed to rein in the renegades in the cable industry who are gouging consumers with repeated rate increases," Markey said in distributing his draft during a March 25 press conference.

Several provisions in the draft closely resemble the Senate cable bill (S. 12) that passed by a 73-18 vote Jan. 31 (BROADCASTING, Feb. 3) over the vigorous opposition of the cable industry and the White House. The key must-carry/retransmission-consent, rate-regulation and program-access provisions in the Markey draft are similar to those in S. 12 (see box).

Markey also adds some new, controversial twists, including elimination of the automatic 5% annual rate hike cable operators are guaranteed in the Cable Act of 1984 and a Ralph Nader-inspired requirement that local franchising authorities "certify a qualified subscriber group" to represent cable consumers in an advisory capacity.

The draft fulfilled cable's worst fears. However, National Cable Television Association President James

Mooney took some solace in the rate-regulation provision that he said may "be less extreme" than that of S. 12. "In any event, its provisions on must carry, retransmission consent and access to programming are at least as bad as S. 12. We think it goes way too far and must oppose this proposal."

Community Antenna Television Association President Steve Effros found nothing to take the edge off his anger and concern. "This bill is outrageous," he said. "Its author could not possibly know or understand the full impact of the micro-management it entails," he said. "Massive government interference in private enterprise has never worked before—for business or the public—and it won't work here, either."

Delighted with the inclusion of their prized must-carry/retransmission-consent provision, which would entitle TV stations to some kind of payment from local cable systems that carry their signals, broadcasters praised the draft in its entirety. National Association of Broadcasters President Eddie Fritts attended the Markey

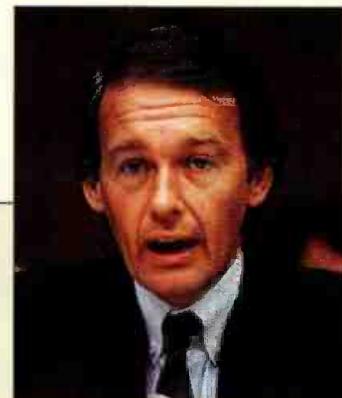
### HIGHLIGHTS OF THE MARKEY BILL

**T**he cable bill unveiled by Rep. Markey last week offers much stronger doses of reregulation than does H.R. 1303, the bill he introduced in March 1991 with Energy and Commerce Committee Chairman John Dingell (D-Mich.). Major provisions include:

■ **Must carry/retransmission consent.** Every three years local broadcasters are given the option of requiring carriage on local cable systems or negotiating for a retransmission fee. The Markey bill provision matches S. 12's.

■ **Access to programming.** As with S. 12, cable system owners also operating programming services cannot "unreasonably refuse to deal" with competing multichannel services such as wireless cable or satellite services. Cable operators cannot demand a financial interest in new program services as a condition of carriage.

■ **Rate regulation.** Both bills call for a rate formula for local authorities to regulate systems not subject to "effective competition." Markey defines effective competition as systems with less than 30% penetration or systems competing with a second multichannel service available to 50% of the market and subscribed to by at least 15%. The basic tier is defined as broadcast signals (including distant signals) and public, educational and government access channels. The Markey bill also repeals a cable system's right to an automatic 5% annual rate hike. —RMS



*Continues on page 15.*

# This Week



Networks top list of TV group owners in BROADCASTING ranking (p. 47)

## NEW REREG BILL / 4

House Telecommunications Subcommittee Chairman Edward Markey's has introduced a new cable reregulation bill that mirrors the Senate-passed S. 12.

## MULTI MULTIMEDIA / 19

Multimedia Entertainment, enjoying the success wrought by *Donahue*, is branching out into new enterprises, including telefilm production, additional talk shows and prime time clearances on network affiliates.

## SERIOUS ABOUT GAMES / 32

The game show category, which has had slow going of late in syndication, may get a chance to score in cable. Several game channel proposals are on the drawing board, and sources say King World is

interested in launching a basic cable network. Interactivity will likely play a role.

## GOOD TIMES, LEAN TIMES / 34

The economic turnaround will not necessarily mean bigger budgets for TV advertising if the bottom-line pick-up is the result of cost-cutting. In the third segment of "Waiting for the Rebound," BROADCASTING looks at the budget plans of top TV advertisers.

## CROSSED OVER OWNERSHIP / 39

The FCC heard comments last week from the networks, affiliates, independents, the NCTA and others on reforming the network-cable crossownership rules. Realizing that some modification is likely, opponents offered a list of proposed safeguards, including ownership caps and must-carry provisions.

## PREMIERE PLAN / 43

Premiere Radio Networks plans to raise \$5.57 million through its initial public stock offering, enabling the program distributor to enter the wired programming market and operate radio stations and radio-related businesses of its own.

## ACATS ACTION ON ATV / 45

The Advisory Committee on Advanced Television Systems has recommended a staggered system for advanced-television frequency applications and a final comparison of lab test results by Jan. 9, 1993.

## SPECIAL REPORT: GROUP OWNERS / 47

The networks top the list of TV group owners (ranked by percentage of households reached), according to BROADCASTING's exclusive annual ranking. Capacities/ABC remained number one.

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## Incorporating The Fifth Estate **TELEVISION** **Broadcasting** **Cable**

*Broadcasting* (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$85; Canada, \$129 (includes GST); Foreign Air, \$100; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* is a registered trademark of Reed Properties, Inc., used under license. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

# 'FULL HOUSE' TOP NEW SITCOM IN SWEEPS

By Steve McClellan

*Full House*, new to syndication this season, tied with *Cheers* for first place among sitcoms during the February sweeps, according to a Petry Television analysis of Nielsen Station Index (local market) ratings.

All the ratings that follow are based on the Petry report.

*House* averaged a 7.1 rating/14 share, with major gains in lead-in and year-ago time period averages. *Cheers* averaged a 7.1/18, and *Golden Girls* averaged a 6.9/17.

Newcomer *Married...with Children* averaged a 6.5/15, holding its lead-in share and posting a 15% share gain from its November book.

Rounding out the top five was *The Cosby Show*, averaging a 6.2/16, down from both its lead-in and time period performance a year ago. *A Different World*, which aired in 29 markets, averaged a 5.7/9, with a 23 share among teens. *Rookie Saved by the Bell* averaged a 3.6/6, but turned in a 23 teen share and a 20 kids 2-11 share.

*Oprah Winfrey* repeated as the



Late night's 'Dennis Miller': one of syndication's struggling newcomers

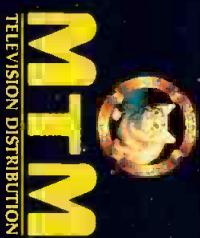
clear-cut winner among talk shows, with a 12.7/36, almost double the rating of the nearest talk show. On average it boosted its lead-in share by 44% and was up 16% in share from the time period a year ago.

Most-improved-player award goes to *Sally Jessy Raphael*, which tied *Donahue* in the sweeps, with a 6.6 rating, however, it had a 26 share and *Donahue* had a 27 share. *Sally* was up 24% from the time period a year ago. *Geraldo* rebounded about 20%

THE NEW WKRP has increased its February ratings in  
72% of the overnight markets. That's a real power  
surge!

DRX

THE NEW  
**WKRP**  
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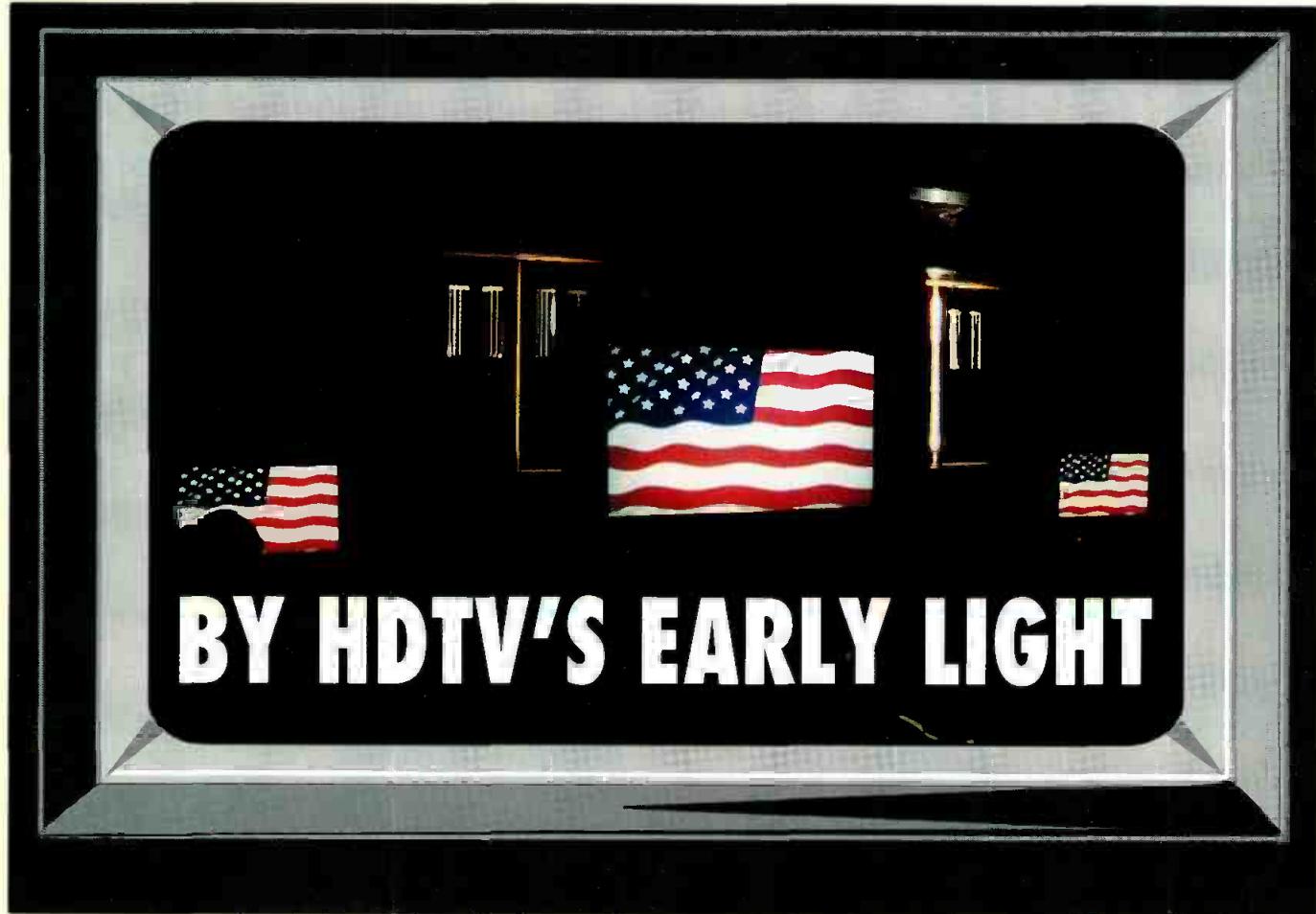
Source: Nielsen 25 Overnight Markets, Nov. 1991 vs. 2/6/92-3/4/92



**+72%**

In the history of syndication, no other first-run sitcom has had higher NTI ratings than THE NEW WKRP. No other show comes close.

# POWER OF POWER!



*Four FCC commissioners and other government and industry officials view an over-the-air DigiCipher transmission that shows digital HDTV 'is here to stay'*

By Peter Lambert

**S**inging something akin to the gospel music refrain, "Can I get a witness?" General Instrument Corp. took its all-digital high-definition TV show to Capitol Hill last week.

High-powered government and industry witnesses, including FCC Chairman Alfred Sikes, answered the call and were treated to a 12-minute, 2 kw, all-digital transmission of 1,050-line video, delivered from noncommercial WETA-TV Washington's suburban Maryland transmitter, through 6 mhz of spectrum, to a standard broadcast TV antenna mounted on the U.S. Capitol building roof 10 miles away.

When it was over, leading lights were careful to distance themselves from any single proponent, but were quick to express their enthusiasm for what they all deemed a milestone.

Joined by fellow commissioners Andrew Barrett, Ervin Duggan and James Quello, Sikes described him-

self as "thrilled. It's exciting and encouraging to see the first digital broadcast. A year and a half ago, you could have gotten any odds you wanted that digital wouldn't work."

Indeed, said competing HDTV proponent Wayne Luplow, executive director, advanced research and development, for Zenith Electronics Corp., "it showed that digital is here to stay."

The transmission was actually one of several leading up to the first public demonstration of DigiCipher during the National Association of Broadcasters 1992 Conference and Exhibition in Las Vegas, April 12-16.

In the dark of night last October, GI quietly delivered DigiCipher test patterns over the air from noncommercial KPBS-TV San Diego. And earlier this month, after its turn in the Advanced Television Test Center (ATTC), GI delivered HDTV programing from WETA-TV to its downtown Washington office.

But on March 23—nearly 21 months after entering the first all-digi-

tal proposal into the race to create the next North American TV transmission standard—GI and its American Television Alliance partner, the Massachusetts Institute of Technology, flipped the transmitter switch before a select group of government and industry officials at a very visible venue.

The widescreen, 16:9 display began with upconverted, early NTSC video—a piece tracing radio and TV history to the present. Four minutes in, HDTV video—taped in 1,050-line resolution and with CD-quality surround sound—took over, with footage of flowers and fish, aircraft carrier jets and rodeo action, interspersed with a studio presentation taped only days earlier at Rebo Studios in New York.

Cable transmission saw involvement too. During the last three to four minutes of the demonstration, GI switched from the \$50 rooftop antenna to the Capitol building's own antenna and cable plant. (Both signals were fed through a DigiCipher decoder one

floor above the show.)

And nearby, TCI-owned District Cablevision ran the signal through its system, taking what GI's Jerrold Division Vice President Geoff Roman called "quick and dirty verification" that the signal had run through the plant without causing or suffering interference. Results "looked good," he said.

"It's one giant step for General Instrument and one giant leap for the future of television," said Richard Wiley, who as chairman of the Advisory Committee on Advanced Television Service (ACATS) has shepherded the process to digital in two years.

"What has been accomplished in just a few years is amazing," said Margita White, president of the Association for Maximum Service Television. "It's very important—one more step toward HDTV over the air, a goal we've worked so hard to achieve for many years."

And projecting what neither Sikes nor Wiley is in a position to project,



GI Chairman Donald Rumsfeld (second from right) is congratulated by (l-r) Advanced Television Evaluation Laboratory Director Paul Hardy; ACATS Chairman Richard Wiley, and ATTC Executive Director Peter Fannon.

National Cable Television Association President James Mooney said: "It now seems very likely that the standard will be home grown." GI, MIT, Zenith and AT&T, he noted, are all U.S. companies.

"We have very powerful motives for staying on top of whatever HDTV will become," Mooney said of Cable-Labs's involvement in the standard-setting process. "Exactly how fast it becomes a business is another question; it is only possible to speculate. It

could have a relationship to pay per view, especially in the early stages," he said, adding: "We're very intrigued by it and proud that the development of this technology has been cable driven."

A day later, D. Joseph Donahue, senior vice president for HDTV proponent Thomson Consumer Electronics, said of the demonstration: "It's progress." However, he noted, "NHK demonstrated its analog MUSE system first; are they going to win now?" In April, Digital Compatible HDTV, developed by

Thomson, fellow European company Philips Research, Sarnoff Labs and NBC, will enter standards testing.

As to when the FCC will choose a system, Sikes said: "I certainly hope we can act in 1993. Whether it will be by June is a difficult question. I understand that when we shifted from testing analog systems to testing digital systems, we had to add tests along the way. They [ACATS and the Advanced Television Test Center] are working very hard. I'm confident." ■

## FOX ADOPTS FIBER FOR NEWSGATHERING

*It signs deal with Vyvx to carry news video backhauls from its affiliates*

By Peter Lambert

Fox Inc. agreed last week to adopt the Vyvx Inc. fiber-optic network as its primary conduit for news backhaul, a significant departure from the industry's practice of using Ku-band satellite capacity to move news video—and from Fox's own practice of gathering news via C-band satellites (only three or four Fox affiliates own and operate transportable Ku-band uplinks).

The agreement creates a fiber highway allowing Fox affiliates in 41 cities—including all the top 29 markets and several more cities in the top 50—to deliver several thousands of hours of contribution feeds this year to Fox News Service in Washington for use in such programs as *A Current Affair* and *America's Most Wanted*.

Edited news programming will then be fed by Vyvx to a satellite uplink in Los Angeles for distribution along with other programming to affiliates. Five affiliates will pick up those feeds on their way west. Vyvx currently offers video switching in 50 cities and expects to add six or seven more this year.

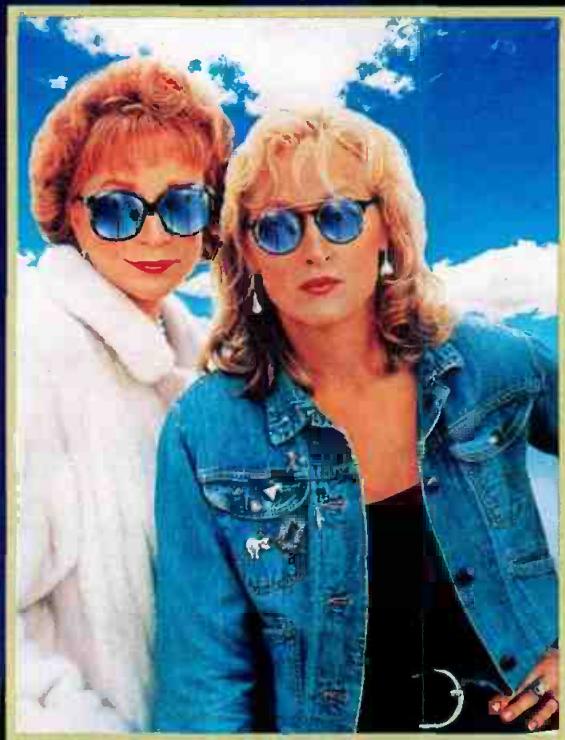
Andrew Setos, senior vice president of studio and broadcast operations and engineering for Fox, said Vyvx has been used for Fox backhaul for about nine months, including coverage of the two-week William Kennedy Smith trial, during which Fox saved nearly \$100,000 in videotape delivery.

Creating a "permanent" relationship with Vyvx "ties in with a new emphasis on news" associated with new Fox Chairman Rupert Murdoch's recent formation of the Fox News unit

(BROADCASTING, March 23), said Setos. The agreement provides room to expand distribution and two-way program exchange, he said. Noting that the Vyvx network offers digital transmission at rates competitive with analog satellite, he added: "This platform is perfectly positioned to handle any HDTV standard that is adopted."

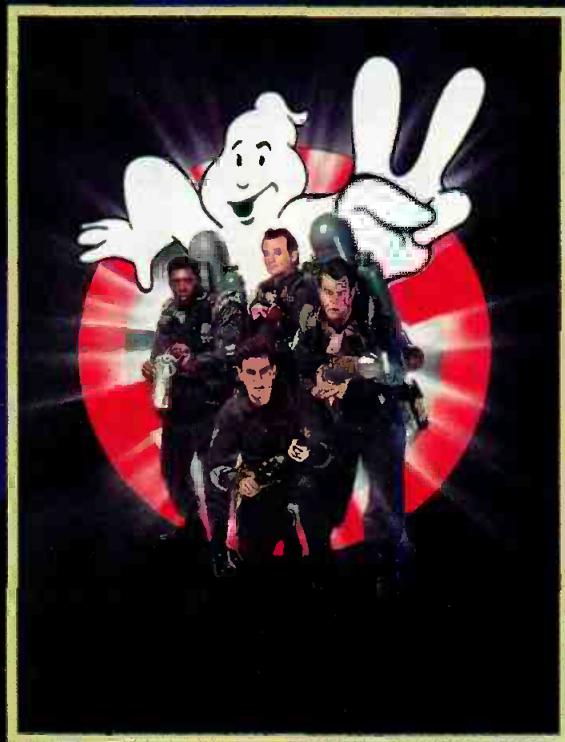
Vyvx President Del Bothoff described the deal as "the most important step so far for Vyvx." The jump from occasional point-to-point use to regular multipoint-to-point use by Fox "is only a precursor of things to come," he said. "Local connectivity to broadcast affiliates, cable networks and cable systems will occur, providing tremendous reach for news and program exchange." Sports backhauls will still account for most of Vyvx's traffic. ■

# COLUMBIA



## POSTCARDS FROM THE EDGE

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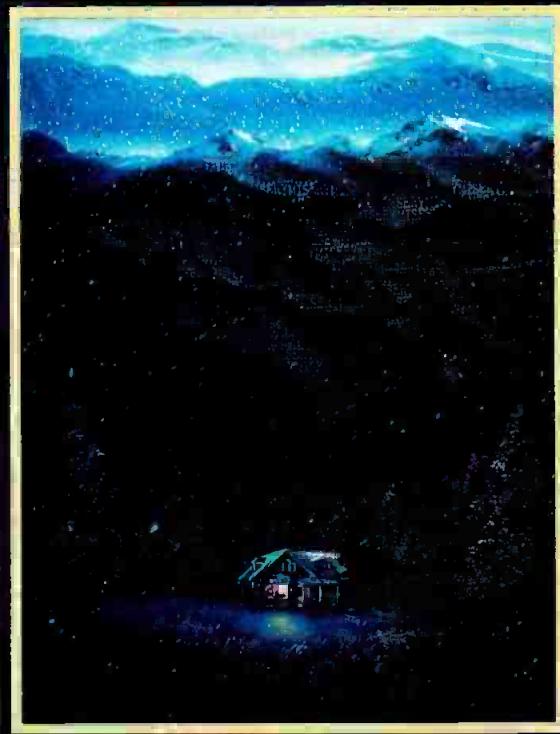


## GH<sup>ST</sup>STBUSTERS II



## AWAKENINGS

# SHOWCASE II



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# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

## WASHINGTON

### POSTPONEMENT

FCC Chairman Alfred Sikes quietly told other commissioners early last week that he was putting off action on proposals to relax the TV ownership rule until May or June, according to FCC sources. Sikes had hoped to bring them up at the April 9 meeting. With House Energy and Commerce Committee Chairman John Dingell (D-Mich.) still on the FCC's case about its relaxation of the radio rules two and a half weeks ago, the sources say, Sikes may be employing the discretion that is said to be the better part of valor. But a Sikes aide says it was simply a desire to buy more time for internal consensus-building. "We want to make sure we have a good process," he says.

### BRICK WALL

Top cable executives including TCI's John Malone, Continental's Amos Hostetter and ATC's Joe Collins met last week with House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) to gauge his interest in working out a compromise on cable legislation. But the initiative got nowhere, according to cable sources. Markey made clear he had no intention of taking the edge off his bill and "lectured" executives on the need for legislation, they said.

### DO NOT PASS GO

The new FCC rules on radio station ownership are intended to allow consolidation, but in practice they will prevent a handful of the nation's most successful stations from expanding in their markets. Why? Because some stations are already above the 25% limit the FCC set for local market share. According to the Fall '91 Arbitron ratings (total week share, 12 plus), stations hampered by their own success include: WTCR-FM Huntington, W.V. (33.8 share); KKIX-

### CBS FILLS IN-HOUSE PLATE

CBS Productions is producing its most aggressive development slate to date with eight projects. The in-house production arm (*Rescue: 911*, *Top Cops*, *Evening Shade*, the last produced with MTM), overseen by Andy Hill, has a six-episode order from CBS for *Grapevine*—produced with MTM—which is described as a relationship show. All of the projects are half-hours except *Michaela Quinn: Medicine Woman*, a two-hour movie pilot starring Jane Seymour as a doctor who moves west in the 1860's. Other projects: *Splitting the Difference*, about a female "odd couple" (with Grant-Tribune, executive producer Sheldon Bull); *Modern Times*, starring Dudley Moore (with Twentieth Television, executive producer Bill Persky); *Nineteen*, about two young girls in New York City (with MTM, Amy Heckerling is one of the executive producers); *Gangsters* (with Grossman-Jacobson Productions); *The Secret Lives of Husbands of Wives* (with Arnold Shapiro Productions), and *Ultimate Revenge* (with Woody Fraser Productions) a reality half-hour. The teaming of CBS and Twentieth Television on *Modern Times* came about apparently because Twentieth was looking for financing help due to high production costs.

FM Fayetteville, Ark. (32.1); WIVK-FM Knoxville (32.1); KLLL-FM Lubbock (30.9); WQBE-FM Charleston, W.Va. (30.6); and KEAN-FM Abilene (25.5).

## GETTYSBURG

### BACKLOG

It looks like the FCC will make good on its promise to speed the processing of wireless cable applications. The commission is expected to adopt a notice of proposed rule-making at its April 9 meeting to consolidate the processing of MMDS, OFS and ITFS applications at the Private Radio Bureau's facility in Gettysburg, Pa. If made, the change would probably come as a relief to the wireless cable industry. It has been estimated that there are MMDS applications in limbo that date back to 1983. One FCC staffer said the Private Radio Bureau is the "best processor."

## NEW YORK

### FRINGE BENEFIT

CBS's higher ratings have paid off in more ways than one. The company has been able to cut back advertis-

ing in outside media since on-air promos for the network schedule now reach a greater audience. As reported (see story, page 35) the company's advertising costs dropped 21% last year, to \$94 million. CBS Broadcast Group (CBG) Senior Vice President George Schweitzer, who oversees the company's marketing efforts, says that number probably also reflects reductions in the media relations department as well as parallel efforts at the owned TV stations and radio division.

## BARCELONA

### FISHCAM

In the tradition of such camera innovations as World League Football's helmetcam (and David Letterman's various "cams"), NBC will unveil a new underwater camera during its pay-per-view coverage of the summer Olympics in Barcelona. As planned, the cameras will be placed inside clear plastic balls that will follow the swimmers via tracks along the bottom of the pool. Overall, PPV coverage will include 285 cameras, with 39 of those covering track and field and 32 of those concentrating on gymnastics.

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# EXPO '92



# BI-COASTAL

Keeping up with the TV set  
from Burbank to Sixth Avenue

## 'Protect and Defend'

Another Washington political thriller from Allen Drury? No, a political thriller from Jack Valenti. It should come as little surprise that Valenti, a former special assistant to President Lyndon Johnson and long-time president of the Motion Picture Association of America, has chosen Washington as the setting of his upcoming novel, due this fall from Doubleday. Word is the book will focus on an ambitious vice president who strikes a clandestine deal with an enemy country to unseat the President.

## Going Hollywood?

Word on the street in Washington is that Post TV critic Tom Shales might trade in his green eyeshade for a beret. He's reportedly consider-



Shales heading west?

ing a move to Hollywood to try his hand at writing screenplays. At press time, Shales was in transit between Los Angeles (business trip) and Atlanta (he is a Peabody awards judge), but an aide called the report "erroneous."

## Jenny's back

This week, Warner

Bros. Domestic Television Distribution will be proclaiming *The Jenny Jones Show* a firm go for its second season in 1992-93. Apparently, Warner Bros.' senior brass is buoyed by its 47% growth from a 1.7 rating (NSS) dip earlier this season to a post-February sweeps 2.5 rating, in addition to demographic gains among women 18-49 years of age. Renewal deals have also been signed with over 50% of its client stations.

## Art-imitating-life department

Harpo Productions is producing a made-for-television movie for ABC based on the experiences of one of Oprah Winfrey's guests on her daytime talk show. ABC is guarding the real-life storyline of the woman, who appeared in February 1990, for fear that a competitor will rush a project with a similar story into production. Winfrey will be the executive producer of the two-hour movie, which is the first project in a four-project deal signed with ABC in May 1990. The movie is expected to air next season, most likely in a sweeps period.

## Eighteenth time's the charm

That's what NBC News is hoping as it launches its eighteenth prime time news magazine. The network is the only one of the big three that has failed to establish a franchise news magazine in prime time. The latest effort,

*Dateline*, co-anchored by Jane Pauley and Stone Phillips, premieres tomorrow (March 31) at 10 p.m. The producers of the broadcast say they aren't trying to reinvent the magazine show. Rather, they're hoping just to get in the ball game, essentially through good storytelling. Commenting on a recent *TV Guide* piece about her, co-host Pauley denied saying she felt this was her "last chance" to make it in the prime time news biz. "I don't remember saying that," she said. But, she added, "I don't think NBC will give me shows in perpetuity." As for her last effort, *Real Life with Jane Pauley*, she said the show had a number of things going against it, including an "abysmal time period," (Sundays at 7:30 p.m.), a basic incompatibility with companion program *Exposé* and a half-hour format that simply didn't have the journalistic "weight" it needed to succeed.

## Pen pal

The last thing Tribune Entertainment Co. President Don Hacker said he expected was a letter from convicted serial killer John Wayne Gacy, the subject of Tribune Premiere Network's *To Catch a Killer*, scheduled to premiere this May. The film was written from the perspective of Des Plaines (Ill.) detective Joe Kozenczak and without any input from Gacy. "I sent him a nice letter back, but I haven't heard from him yet," Hacker said.

Founder and Editor  
Sol Talshoff (1904-1982)

# Broadcasting

1705 DeSales Street, N.W.  
Washington, D.C. 20036  
Phone: 202-659-2340  
Circulation: 800-323-4345

Editorial Fax: 202-429-0651 □ Administrative Fax: 202-331-1732 □ Advertising Fax: 202-293-3278

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Randi T. Schatz, sales manager.  
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Barbara Sonnenfeld, sales assistant.

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Nancy J. Logan, West Coast sales manager.  
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## **MULTIMEDIA: MORE THAN JUST TALK**

*Company is venturing into other forms of programming to widen its base*

**By Steve McClellan**

**M**ultimedia Entertainment, the program production and distribution arm of the Greenville, S.C.-based publisher, broadcaster and cable MSO, gets high marks from analysts for its contribution to its parent's bottom line. But some wonder what the division, now run by Robert Turner, will do for an encore after relying for years on *Donahue* for most of its cash flow.

To a large extent, Turner has been focusing on that very issue since he joined Multimedia Entertainment just over a year ago. In the past year, Turner has planted a lot of seeds, including the \$10-million acquisition and expansion of a telefilm production house, now known as Multimedia Television Productions. The unit is expected to produce 12 to 15 hours of long-form product for broadcast and cable networks this year.

The company has also launched two new talk shows, including *Jerry Springer*, which the company has been rolling out slowly since last year, and which Turner predicts will be in about 70 markets by fall 1992. It's now in about 30 markets.

In addition, the company is entering the late-night arena with a talk show hosted by radio star Rush Limbaugh. Limbaugh, who is known as an articulate personality with a conservative political agenda, is cleared in about 100 markets so far, and Multimedia expects to have him cleared in another 40 markets by the fall.

Multimedia is also targeting prime time as a new frontier for syndication. It has acquired the distribution rights to the CBS late-night show *Sweating Bullets*. The off-network package, which offers 26 episodes (and 26 repeats) for Monday night play, has al-



*Multimedia's Robert Turner*

ready been picked up in about 50 markets, including WWOR-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago.

But the company is also targeting, and has signed up, affiliates. In fact, said Turner, "Our thrust is to put this on affiliates." And he is willing to pay affiliates some compensation, perhaps 40% of what the network pays for the time period, but in addition will give the station half the inventory to sell as well.

"What we're telling them is, give us a clearance in prime time, you pick the time [between 8 and 10 p.m.]. I can pay you comp and split the time because I can make money with a 5 or 6 rating. And you fix your worst time period on the air."

According to broadcasting and newspaper analyst Peter Appert of C.J. Lawrence, New York, Multimedia's entertainment division accounted for about 30% of the company's 1991 profits. The company's operating profit for 1991 was \$155 million. The entertainment division's revenues for the year were just over \$109 million, and although operating profits weren't

broken out, Turner confirmed they were a little "north of \$50 million."

According to Appert, the entertainment division is the company's largest profit center. "The division has been growing at an impressive rate over the past five years," he said. "The staying power of *Donahue* is truly extraordinary."

Turner declined to comment on estimates that *Donahue* currently accounts for about 60% of Multimedia's cash flow. "Obviously their earnings are derived in large measure from *Donahue* and to a lesser extent more recently from *Sally Jessy Raphael*," said Appert.

"Their challenge is to diversify the mix, because they are very dependent on *Donahue*."

*Donahue*, whose show turns 25 this year, is currently under contract through the 1993-94 season. How much longer he'll want to do it is anybody's guess.

Both *Donahue* and *Sally Jessy Raphael* showed double-digit gains in the February NTI's. And programmers observe that while *Donahue* is the longer-term franchise, *Sally Jessy Raphael* has emerged as a "major league star" over the past year, as one New York-based rep put it.

"Talk is our stock in trade," Turner said, indicating that is where the company will continue to focus most of its time, energy and resources. And part of that strategy has been to try to renew the two current hits, as well as *Springer*, on the same stations in adjacent time periods where possible. "Both shows really help one another," Turner said.

The best example of that is the \$75-million-plus renewal deal the company made with the NBC owned-stations division, giving the group exclusive rights to the three shows

# Another Year Of



Source: NSI Weighted Meter Market Averages

(\*Feb.'92)

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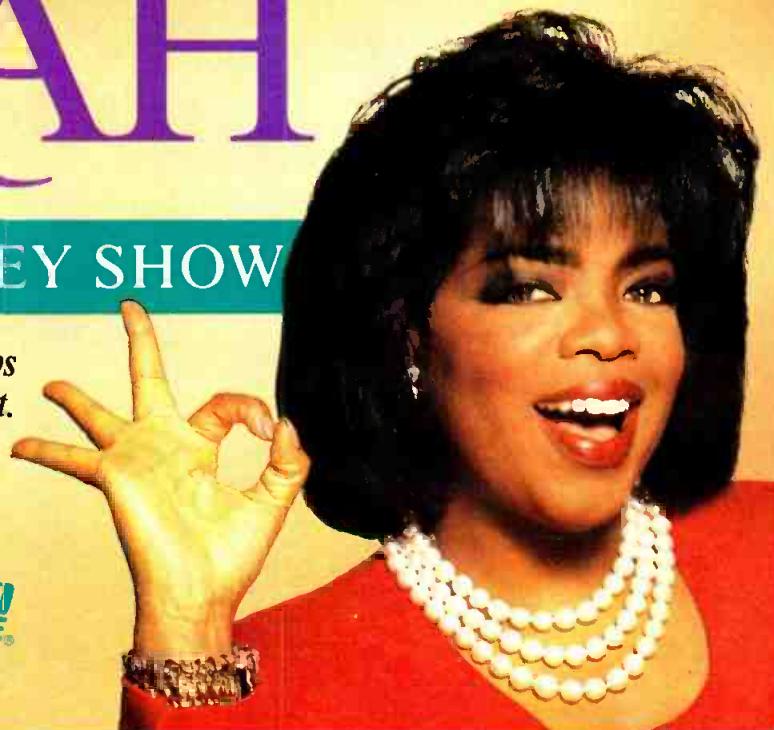
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through the 1993-94 season.

Beyond Springer and Rush, the company has several other syndication projects in development, including a possible talk show with KCBS-TV Los Angeles's Bree Walker, and what Turner describes as a possible "woman's service" one-hour daytime show.

The latter could be done as a venture with NBC, as part of its renewal agreement on the talk shows, which also had provisions for new joint venture programs. But Turner would not confirm that.

The Walker show was initially targeted for fall 1992, but the CBS-

owned stations couldn't deliver the necessary time periods for a solid launch, said Turner. When, or even whether, the show will go forward is unclear.

"It could happen in 1993 and it could not," he said. "We just don't know yet." ■

## SYNDICATORS LOOKING TO LONG FORMS

*Tribune, Harmony Gold, Columbia/TriStar and Warner Bros. among those hoping to hit it big with event programming*

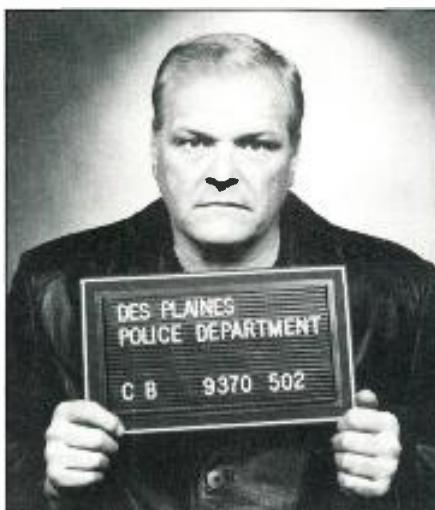
By Mike Freeman

**P**erhaps for the first time since the short-lived success of *Operation Prime Time* in the 1970's, Tribune Entertainment Co.'s upcoming domestic TV premieres of *Final Shot: The Hank Gathers Story* and miniseries *To Catch a Killer* are intended to put the "E" back into "event" programming for first-run syndication.

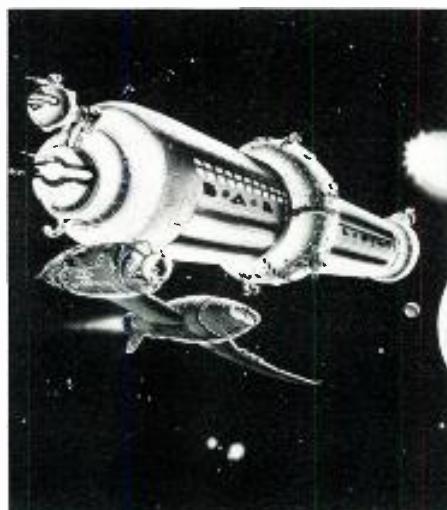
Although the ad hoc Tribune Premiere Network has been nearly uncontested in its dominant market share of the long-form syndication marketplace for the last four years, other such production-distribution players as Harmony Gold Productions, Columbia/TriStar Television Distribution and Warner Bros. Domestic Television Distribution are stepping up development and production of projects to carve out slices of that market, also.

Indeed, this could be a watershed season for Tribune by virtue of its opportune scheduling of *Final Shot: The Hank Gathers Story*, which is scheduled to air on 146 stations (96% of the U.S.) this week to exploit CBS's presentation of the NCAA Final Four basketball playoffs and championship. It has been widely rumored that up to one-third of Tribune's station lineup will be CBS affiliates pre-empting the network's Sunday (April 5) prime time programming to carry the movie, the day before the prime time championship game. However, Don Hacker, president of Tribune Entertainment, in an interview with *BROADCASTING*, declined to identify the CBS affiliates planning prime time pre-emptions because of potential backlash from the network.

*Final Shot* is the story of Hank Gathers, who, along with boyhood pal Bo Kimble, made the Loyola Mary-



Tribune's 'To Catch a Killer'



Warner's 'Babylon 5'

mount (California) Lions the top-scoring college team in the nation and legitimate NCAA championship contenders two years ago. However, in one of the most tragic circumstances in college sports history, Gathers, who was being treated for a heart arrhythmia, suffered a fatal heart attack on-court during the Lions' playoff drive.

Hacker says its recently created minority-oriented target marketing division (*BROADCASTING*, March 9) headed by Vice President Bob Cambridge, has established "built-in marketability" of Hispanic- or black-oriented dramas (such as *Final Shot*) with national commercial buys from Procter & Gamble, Coca-Cola, Ford, Warner-Lambert, Wrigley and Colgate-Palmolive.

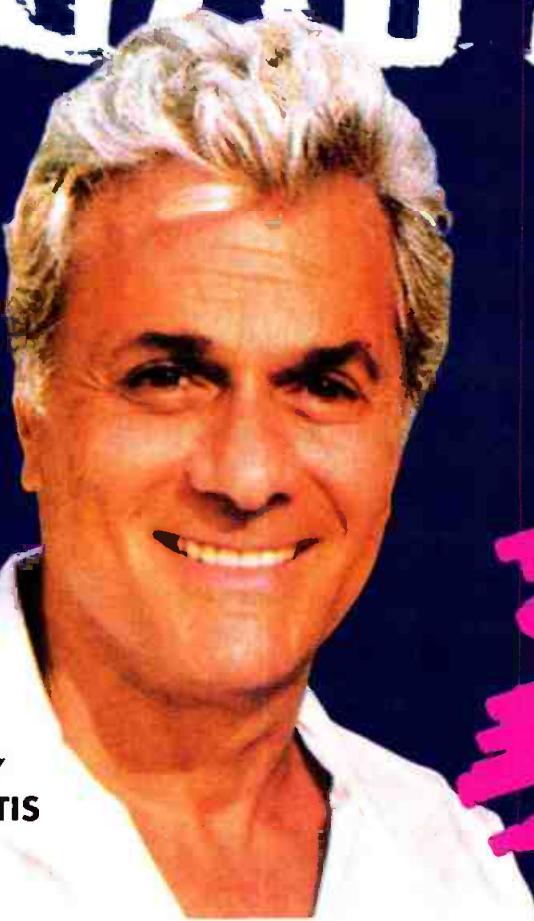
According to several New York-based media buyers, Tribune has been seeking \$100,000 per 30-second commercial unit, a figure considered to be commensurate with the 7-10 rating (for double-runs) Tribune is said to be guaranteeing to advertisers. With 12 minutes (or 24 thirty-second commer-

cial availabilities), *Final Shot* could gross \$2.4 million in advertising revenues.

Production costs on the telefilm are in the \$2.5-million to \$3-million range, according to Hacker's estimate, but Tribune's vice president of program development, George Paris, initiated a deal that lowered its front-end investment risk to as much as half the production cost by buying the domestic syndication rights from Jim McGillen Productions (co-producers of *Final Shot* with Enright/Alexander Productions). The other half of the production cost was financed through the sale of international distribution rights to Warner Bros. International Television Distribution.

This May, the syndication broadcast window for the two-part, four-hour *To Catch a Killer* miniseries will likely be the most highly controversial drama Tribune Entertainment will have distributed to date. *To Catch a Killer*'s storyline follows the painstaking investigation Des Plaines (Ill.) detective Joe Kozenczak (portrayed by Michael Riley) conducted in the apprehension

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**KCOP**, Los Angeles

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**KBHK**, San Francisco

**WDCA**, Washington

**KTXA**, Dallas

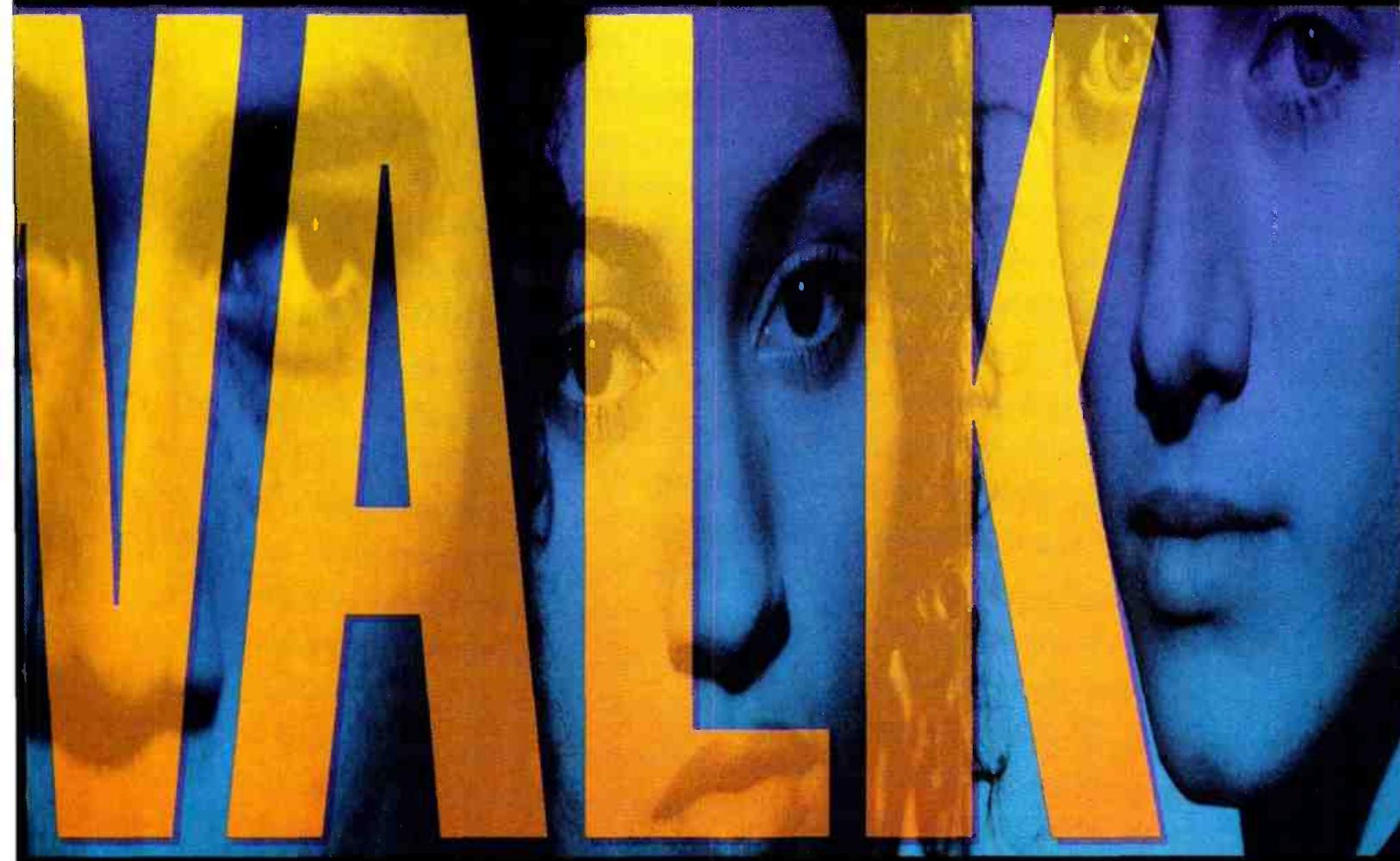
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**KUSI**, San Diego  
**WOFL**, Orlando  
**WXIN**, Indianapolis  
**KPTV**, Portland Or.  
**WCGV**, Milwaukee  
**WJZY**, Charlotte  
**WNOL**, New Orleans  
**KABB**, San Antonio  
**WLMT**, Memphis

**KOKH**, Oklahoma City  
**WPMT**, Harrisburg  
**WGBA**, Green Bay  
**WUHF**, Rochester  
**KRLR**, Las Vegas  
**WDSI**, Chattanooga  
**WOLC**, Columbia  
**WMTU**, Jackson

# Broadcasting's Ratings Week Mar 16-22

	ABC	CBS	NBC	FOX
MONDAY	9.5/15	18.1/29	11.6/19	9.4/15
8:00	56. FBI: Untold Str. 10.4/17	15. Evening Shade 15.7/25	28. Fresh Prince 13.4/21	
8:30	54. Amer Detective 10.8/17	10. Major Dad 17.6/27	44. Blossom 11.9/19	
9:00		3. Murphy Brown 21.2/32	51. NBC Monday Night Movie—In the Line of Duty: A Cop for the Killing 11.0/18	
9:30	66. ABC Monday Night Movie—Those Secrets 8.9/14	7. Designg Wmn 18.0/28		
10:00		7. Northern Exposure 18.0/31		
10:30				
TUESDAY	15.8/26	13.0/22	11.2/18	NO PROGRAMING
8:00	9. Full House 17.8/29	33. Rescue: 911 12.9/21	46. In the Heat of the Night 11.7/19	
8:30	4. Home Improvmt 19.6/31			
9:00	2. Roseanne 21.4/33			
9:30	5. Coach 18.5/29	31. People's Choice Awards 13.1/22	51. Reasonable Doubts 11.0/18	
10:00	67. Civil Wars 8.8/16			
10:30				
WEDNESDAY	12.2/20	11.6/19	13.3/22	NO PROGRAMING
8:00	32. Wonder Years 13.0/21	58. Davis Rules 9.5/16	6. Unsolved Mysteries 18.4/30	
8:30	25. Doogie Howser 13.8/22	70. Brooklyn Bridge 8.0/13	21. Seinfeld 14.6/23	
9:00	37. The Young Indiana Jones Chronicles 12.4/20	41. Jake and the Fatman 12.2/19	48. Night Court 11.6/19	
9:30		25. 48 Hours 13.8/25	68. Quantum Leap 8.4/15	
10:00	55. Homefront 10.7/19			
10:30				
THURSDAY	11.9/20	8.1/13	14.5/24	11.0/18
8:00				
8:30	46. ABC Thursday Night Movie—My First Love 11.7/19	69. NCAA Basketball Championship 8.1/13	27. Cosby 13.5/22	39. Simpsons 12.3/20
9:00			29. A Diffrent World 13.2/21	61. Drexell's Class 9.4/15
9:30			14. Cheers 16.0/25	50. Beverly Hills 90210 11.2/18
10:00	37. Primetime Live 12.4/22	76. NCAA Basketball Championship 7.1/14	23. Wings 14.0/22	
10:30			17. L.A. Law 15.2/27	
FRIDAY	14.8/27	6.5/12	8.1/15	6.1/11
8:00	16. Family Matters 15.3/28		72. Tom Brokaw Report 7.6/14	72. America's Most Wanted 7.6/14
8:30	19. Step By Step 14.9/27	82. NCAA Basketball Championship 6.4/12	58. I'll Fly Away 9.5/17	89. Hidden Video 4.5/8
9:00	29. Dinosaurs 13.2/24		75. Nightmare Cafe 7.2/14	86. Hidden Video 2 4.8/8
9:30	42. Baby Talk 12.1/21			
10:00	13. 20/20 16.6/31	80. NCAA Basketball Championship 6.7/14		
10:30				
SATURDAY	8.6/16	7.4/14	11.9/22	7.2/12
8:00	71. Who's the Boss? 7.8/14		36. Golden Girls 12.5/22	64. Cops 9.2/16
8:30	78. Billy 7.0/12	66. NCAA Basketball Championship 8.9/16	43. Powers That Be 12.0/21	57. Cops 2 10.2/18
9:00	84. Perfect Strang. 6.1/11		18. Empty Nest 15.0/27	87. Ray Charles: 50 Years of Music 4.6/8
9:30	74. Growing Pains 7.5/14		35. Nurses 12.6/23	
10:00	48. The Commish 11.6/22	76. Boys of Twilight 7.1/14	58. Sisters 9.5/18	
10:30				
SUNDAY	12.0/19	18.6/30	8.1/12	9.3/15
7:00	64. Life Goes On 9.2/15	1. 60 Minutes 23.4/38	90. Eerie, Indiana 4.3/7	81. True Colors 6.6/11
7:30	24. Am Fun Hme Vid 13.9/21	11. Murder, She Wrote 17.1/26	90. The Torkelsons 4.3/7	79. Parker Lewis 6.8/11
8:00				33. In Living Color 12.9/19
8:30	22. Am Fun People 14.5/22			53. Roc 10.9/16
9:00				20. Married w/Chldn 14.7/22
9:30	39. ABC Sunday Night Movie—Dirty Rotten Scoundrels 12.3/20	11. CBS Sunday Movie—Double Edge 17.1/28	45. Herman's Head 11.8/18	
10:00				82. Get a Life 6.4/10
10:30				87. Sunday Comics 4.6/8
WEEK'S AVGS	12.1/20	12.3/21	11.1/19	8.7/14
SSN. TO DATE	12.1/20	13.9/23	12.4/20	7.9/13

RANKING/SHOW [PROGRAM RATING/SHARE]

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SOURCE: A.C. NIELSEN

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**Mystery!**  
On Thursdays,  
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New Inspector Morse  
murder mysteries.

A Zenith production for Central TV.  
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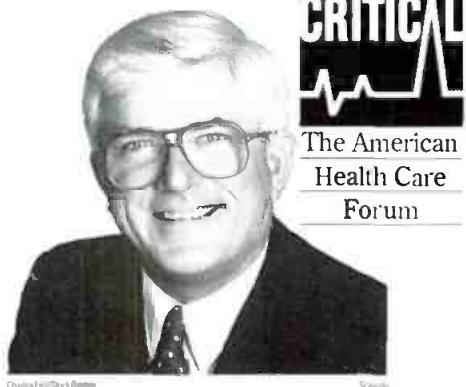


**The Victory Garden**

Saturday, April 4,  
12:30pm

America's perennial how-to  
favorite takes root for a  
new season.

Funding provided by public television viewers.  
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**CONDITION CRITICAL**  
The American  
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**Condition Critical:**  
*The American Health Care Forum*  
Wednesday, April 8, 9pm  
A special Voter's Guide  
and a way to be part of the  
national debate. Phil Donahue hosts.

Produced in association with the  
Public Agenda Foundation and TIME magazine.  
Funding provided by Baxter International.

**The Machine That  
Changed the World**  
5-part weekly series  
beginning Monday,  
April 6, 9pm  
The history and impact of  
the computer – and the  
fascinating people who  
created it.

A coproduction of the WGBH Science Unit  
and the British Broadcasting Corporation (BBC)  
in association with NDR/Germany.  
Funding provided by Unisys,  
the Association for Computing Machinery (ACM)  
and the National Science Foundation.

**Henry V**  
*on Masterpiece Theatre*  
Sunday, April 26, 9pm  
Kenneth Branagh's  
acclaimed performance  
and direction.

A Renaissance Films production,  
distributed by The Samuel Goldwyn Company.  
Funding provided by Mobil Corporation.

**FRONTLINE**  
*The Betrayal of  
Democracy*  
Wednesday, April 15, 9pm  
William Greider examines  
why people feel frustrated  
and shut out of the  
governing process.

FRONTLINE is produced by  
a consortium of public television stations:  
KCTS Seattle, WGBH Boston,  
WNET New York, WPBT Miami, WTVS Detroit.  
Funding for FRONTLINE is provided  
by the Corporation for Public Broadcasting  
and public television viewers.



In April,  
a lot  
of what  
they  
watch  
will  
come  
from  
WGBH  
Boston.

**WGBH**

of serial killer John Wayne Gacy (Brian Dennehy), who was convicted in the murders of 33 male youths. The miniseries aired two months ago on Canada's CTV and was, Paris claims, that network's highest-rated drama (over two evenings).

On average, Hacker says, Tribune looks to participate only in miniseries projects budgeted in the \$4 million to \$6 million range, deferring comment on the specific budget for *To Catch a Killer*. Again, Tribune's Paris limited the company's risk by joining in a financing partnership (gaining domestic distribution rights) with Saban International (overseas sales rights) and Creative Entertainment Group of Canada and Schreckinger/Kinberg Productions (co-producers of the Canadian-produced miniseries). Given the sensitive subject matter, Hacker says that several unidentified major advertisers are on board for the miniseries.

"Ultimately, we're the biggest end-users of movies and miniseries," Hacker said. "If you look at KTLA(TV) [Tribune's Los Angeles station], they pay about \$400,000 for each 'A' title [film], which is usually somewhat de-

valued after home video, pay per view, premium cable, basic cable and broadcast network exposure. All the Tribune stations have earned identities in their markets by running world premiere first-run movies and miniseries, be it from the Tribune network or another supplier."

As for long-form projects in development for the 1992-93 and 1993-94 seasons, Paris says Tribune is furthering its long-standing relationship with Sidney Sheldon ("Memories of Midnight") selling the rights to his best-selling book "Sands of Time." Tribune has also entered co-production agreements with Italian broadcaster Reitalia for the TV rights to William Smith's "Wild Justice" and Harold Robbins's "Piranhas." Though Paris declined to provide specifics, Tribune is also said to be in negotiations with the BBC on several projects, one in particular that focuses on unspecified events during the presidency of John F. Kennedy.

At last January's NATPE convention in New Orleans, Columbia Pictures Television unveiled an initial slate of three telefilms from its sister TriStar

Television division (both of which are owned by Sony Corp.) that it will distribute for broadcast on an ad hoc group of independent stations led by WWOR-TV New York and the Chris-Craft/United TV and Renaissance station groups. Under the TriStar Premiere Network banner, Lorenzo Semple ("Papillion," "Three Days of the Condor") is writing *Rapture*, a psychological thriller; the other projects: an adaptation of Elmore Leonard's novel "Split Images" and *Dead Beauty*, written by Julian Barry ("Lenny").

Although Harmony Gold Productions, a Los Angeles-based production company, eliminated its distribution wing two years ago to concentrate on foreign co-productions, Chairman Frank Agrama says the company has sold the 1992-93 U.S. distribution rights to All American Television for a pair of telefilms, *Sherlock Holmes & The Leading Lady* and *Sherlock Holmes: Incident at Victoria Falls*, both of which are headlined by Christopher Lee (as Holmes) and Patrick Macnee (as Dr. Watson).

As with the *Sherlock Holmes* proj-

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anywhere.

ects, Harmony Gold teamed with Italy's Silvio Berlusconi Communications on two other Sir Arthur Conan Doyle classics, *The Lost World* and *The Return of the Lost World* (starring John Rhys-Davies and David Warner, both of which have completed production but are without a U.S. distributor. The remaining first-run long-form development slate includes *Under the Streets of Nice*, *Kala* and *African Heat*.

As part of last year's creation of a two-hour block of action-adventure programming for an ad hoc group of major independent stations known as The Television Consortium, Warner Bros. Domestic Television Distribution is also planning a two-hour movie presentation of sci-fi drama *Babylon 5*, a possible platform for the presentation of other prime time long-form programs. And Allied Communications Inc. (ACI), a distribution consortium that represents eight major long-form producers (BROADCASTING, March 16), is mapping out plans to enter the syndicated movie and miniseries business within the next two years. ■

## NBC, FOX ROLL OUT DEVELOPMENT SLATES

*NBC total up markedly from last year; Fox looks to fill two more nights*

By Steve Coe

**N**BC and Fox announced their fall development slates last week.

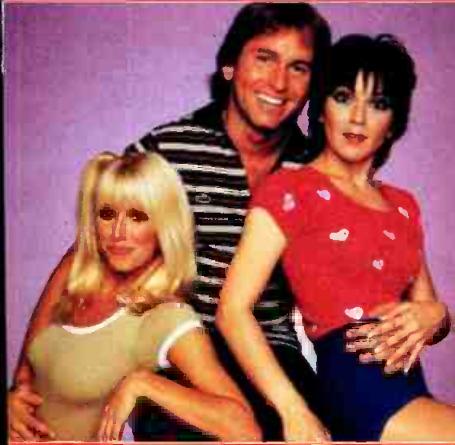
On NBC's plate are a total of 39 projects. The lineup is far more ambitious than last year's crop, which totaled 24 shows. Projects of note include series starring *The Cosby Show* alumni Malcolm Jamal Warner and Raven-Symone; a comedy that lists Robert Townsend, Marcy Carsey, Tom Werner and Caryn Mandabach as executive producers, and the series return of Jay Tarses.

In addition to the series development slate, NBC outlined its long-form plans for the upcoming season, with a lineup of 28 made-for-television movies and five miniseries.

Among the movies are Karl Malden and Raymond Burr rejoining their roles in *The Streets of San Francisco* and *Ironside*, respectively, a movie based on the life of Marina Oswald and projects starring Shelley Long, Jaclyn Smith, Corbin Bernsen, John Ritter, Rosanna Arquette and Louis Gossett Jr.

The miniseries slate includes Danielle Steel and Jackie Collins projects, as well as one on the Leopold and Loeb murder case with Roy Scheider as Clarence Darrow.

With two more nights set to be added to its schedule in the next 12 months, Fox's development slate includes a heavy emphasis on dramas, with 12 projects in addition to 14 comedy projects and five reality-sketch series. The drama development repre-



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Source: \*NSI New York Overnights, November 30, 1991—January 25, 1992.  
NSI Los Angeles Overnights, January 9, 1992—February 5, 1992.  
NSI VIPs, November 1982—November 1991.

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sents a significant increase from last year, when Fox commissioned only three drama projects.

Fox also announced a slate of theatrical and made-for-television movies set to air on *Fox Night at the Movies*. On the theatrical side, Fox will air "The Fabulous Baker Boys," "The Abyss," "Betrayed" and "Skin Deep," among others. In the made-for-area, Fox movies include *Bonnie & Clyde: The True Story* and *Revenge of the Nerds III: The Next Generation*.

Fox outlined its plans for specials featuring Paul Rodriguez, quarterly half-hour segments of *America's Most Wanted* from around the country and *Esquire's 30th Anniversary Dubious Achievement Awards*. Fox will also present *The 1992 Billboard Music Awards* and *The 44th Annual Emmy Awards*.

## NBC

### Comedy Development

■ *Back to Back* (Michael Jacobs Productions in association with Touchstone Television) is an hour comedy featuring two distinct half-hours, one focusing on a family in the 1970's and the second on the same family in the 1990's. Michael Jacobs is executive producer.

■ This Andy and Susan Borowitz project for NBC Productions stars Patti LaBelle as a blues singer who takes three college freshmen under her wing.

■ *Boys and Girls* (Northstar Productions in association with Castle Rock) is a serial comedy about a group of young adults and their search for romance in the 1990's.

■ *Buck and Barry* (Paramount in association with Triangle Entertainment) stars David Keith and Bill Nunn as two former high school friends and rivals who reunite after Keith's character is released from prison. Ken Estin is executive producer.

■ *Café American* (Twentieth Television), follows a young divorcee from New Jersey who moves to Paris and meets up with a group of expatriates in a café. Peter Noah is creator and executive producer.

■ *Do Not Bring That Python in the House* (Ogiens-Kane Productions) stars Judith Ivey as a single mother of three young boys. Michael Ogiens and Josh Kane are executive producers.

■ *Grandma's Home* (Touchstone Television) centers on a Beverly Hills attorney's mother who moves in to take care of his three children after their mother dies. Marc Lawrence is executive producer.

■ *In Security* (Twentieth Television in association with WitzEnd Productions) follows a group of bungling nightshift security guards in a downtown highrise. (Based on the British comedy of the same name.) Tony Shee-

han is writer and executive producer.

■ *The Limo Company* (Michael Jacobs Productions in association with Walt Disney Television) is about the grouchy owner of a limousine company and a young boy who convinces him to hire his mother. Michael Jacobs is executive producer.

■ *Lovers and Other Neighbors* (Castle Rock Entertainment) is an adult comedy about three families on a suburban cul-de-sac. Alan Zweibel is executive producer and writer.

■ This NBC Productions project starring Malcolm Jamal Warner is a spin-off from *The Cosby Show*. Bill Cosby is executive producer.

■ *My Family* (Lorimar) stars stand-up comedian Rick Reynolds as a high school literature teacher who strives to be the perfect parent. Alan Kirschenbaum and Charles Joffe are executive producers.

■ *Pests* (Henson Productions) is about an aspiring actor who moves to New York from Nebraska and shares his one-bedroom apartment with three overgrown talking cockroaches. Jim Cruikshank and James Orr are executive producers.

■ *Radio Free Neighborhood* (Carsey-Werner Productions), from Robert Townsend, who serves as director and executive producer, focuses on a small community radio station owned by a mortician and run by two young men with diverse views on life. Townsend, Marcy Carsey, Tom Werner and Caryn Mandabach are executive producers.

■ *Red Dwarf* (Universal Television), set in the 22nd century, centers on a small, off-beat group of survivors on an intergalactic cargo ship. (Based on the British series of the same name.) The show is written and produced by Linwood Boomer.

■ *Rhythm and Blues* (Mixed Emotions Inc. in association with Twentieth Television) is about an all-black radio station in Detroit that hires a white disc jockey. Jordan Moffett is executive producer and writer.

■ *Rise & Shine* (Falahey/Austin Street Productions in association with Lorimar), the first half-hour comedy from Joshua Brand and John Falsey, is about a former kids show host who returns to the business after a 10-year hiatus. In the interim he has turned into a hard-drinking, egotistical rogue.

■ This project from Jay Tarses for Brillstein-Grey Productions features an underachieving San Francisco private investigator. Jay Tarses is executive producer.

■ *The Spin Doctors* (Strawther/Murphy Productions in association with Touchstone Television) looks at the goings-on at a Seattle-based public relations firm. The project stars Chris Meloni and Joan Van Ark.

■ *Violet Fields* (NBC Productions) stars Raven-Symone of *The Cosby Show* as a six-year-old girl determined to make it in show business.

■ *Woops!* (Witt-Thomas Productions in association with Touchstone) is a satirical comedy about survivors of a nuclear war.

### Drama Development

■ *Crime & Punishment* (Universal in association with Wolf Films) focuses on a man and woman detective team from the points of view of the criminal, victim and the detectives who try to solve the case. Dick Wolf is executive producer and creator.

■ *Crimes of Passion* (NBC Productions) follows the adventures of a neurotic private investigator who lives on Venice Beach. Richard Rothstein and Louis Chesler are executive producers.

■ *Critical Condition* (Warner Bros.) is a mystery/thriller that centers on the lives of doctors at a Los Angeles hospital. Michael Braverman is executive producer of the Warner Bros. Television production.

■ *The Island* (NBC Productions in association with Von Zerneck-Sertner Productions) centers on a group of vacationers stranded on a deserted island inhabited by the inhuman byproducts of scientific experiments.

■ *Journey to the Center of the Earth* (Columbia Pictures) is an updated version of the Jules Verne classic. David Mickey Evans, Robert Gunter and Dale da la Torre are executive producers.

■ *Knight Rider 2010* (Universal Television in association with Badham-Cohen Group) is set in the year 2010 and follows elite soldiers in the war against crime. Rob Cohen and John Badham are executive producers.

■ *Mood Indigo* (Universal Television in association with Badham-Cohen) stars Tim Matheson as a psychologist with a talent for unlocking the complexities of the criminal mind.

■ *Private Sector* (Lorimar) features a group of specialized professionals who protect an exclusive clientele ranging from rock stars to foreign dignitaries. Clifton Campbell is executive producer and writer.

■ *The Round Table* (Spelling Television) is an ensemble drama focusing on the lives of an ambitious group of young professionals in their careers in lawmaking and law enforcement in Washington. Aaron Spelling and E. Duke Vincent are executive producers.

■ *Route 66* (Columbia in association with Herbert B. Leonard and Propaganda Films) updates the popular 1960's series about a young man who inherits a mint-condition Corvette from a father he never knew and sets out on the famous highway.

■ *Running Wilde* (TriStar) is a half-hour drama starring Pierce Brosnan as a reporter for a car magazine who becomes involved with the lives of the people he writes about. Gary Markowitz is executive producer and writer.

■ *Yesterday/Today* (Anasazi Productions and B & E Enterprises in association with Paramount) is a lighthearted half-hour about a former high school football star who is knocked into a coma during a junior varsity game and wakes up 20 years later. Ted Danson, Brad Buckner and Eugenie

Ross-Leming are executive producers and writers.

## Reality Development

■ *Injustice for All* (RushKatz Productions) is an hour series focusing on trial lawyer Gerry Spence as he wages battle for the "little guy." Herman Rush and Ray Katz are executive producers.

■ *What Happened* (working title) examines catastrophes and a group of specialists who work to prevent them.

■ *I Witness Video* (NBC News) is an hour series that looks at the real people behind news stories as told through video camcorder footage of real events. The show is hosted by Patrick VanHorn. Jeff Gaspin and Terry Landau are the creators, with Landau as the executive producer.

■ *When All Else Fails* (NBC News) looks at law enforcement and health agency personnel who risk their lives for the safety of others. Steven Bordon is executive producer.

■ *Against All Odds* (Cosgrove-Meurer Productions) features Lindsay Wagner and Everett McGill as hosts who interview heroes and survivors who have conquered life-threatening situations. John Cosgrove and Terry Dunn Meurer are the executive producers.

■ *Secret Service* (NBC Productions in association with Grosso-Jacobson) examines the world's most proficient investigative agency, with a 99.5% conviction rate. The files from the agency provide the stories. Sonny Grosso and Larry Jacobson are the executive producers.

## FOX

### Comedy Development

■ *Circus* (Columbia) centers on an aspiring clown who lands a job working with his idol, who turns out to be a hard-drinking gambler. Kevin Curran, Ron Leavitt and Michael Moye are executive producers.

■ *C.C.P.D.* (Twentieth Television) stars Dan Aykroyd as a police captain of a hapless group of patrol teams. Aykroyd is executive producer, writer and star. Bob Collector and Peter Marc Jacobson are also executive producers.

■ *The Interns* (Warner Bros.) is a comedic take on soap operas, described as a cross between *Soap* and *General Hospital*. Rich Eustis and Michael Elias are the executive producers.

■ *Great Scott* (Castle Rock) follows the life of a 16-year-old boy whose life unfolds through daydreams and fantasies. Tom Gammill and Max Gross are executive producers.

■ *Heart and Soul* (Columbia) examines the life of a young career woman in the 1990's as seen through real-life occurrences and through her fantasies. Pamela Pettler is executive producer.

■ *Martin: On Air* (HBO Independent Productions) stars stand-up comedian Mar-

tin Lawrence as a radio talk show host covering a range of topics relevant to the 1990's. John Bowman is the executive producer.

■ *Flying Blind* (Viacom) looks at the life of a recent graduate who takes a job at his father's advertising firm. Richie Rosenstock is executive producer.

■ *Tony 'n' Tina* (Castle Rock) is a television adaptation of the successful theatrical production. The show looks at the blue-collar life of an engaged couple and their friends. Nancy Cassaro, Larry Pellegrini and Fred Barron are executive producers.

■ *Legionnaires* (Lorimar) follows the exploits of two friends who join the Foreign Legion after one of the friends romances the girlfriend of a mafia boss. Michael Brandman is executive producer.

■ *Code Seven* (Twentieth) is about inane patrol partners who are always on code seven, which means on break. Matt Wickline and Sandy Frank are executive producers.

■ *Knight of the Realm* (Twentieth) is set in medieval times and is described as in the tone of "Monty Python." Paul Stupin and Shawn Schepps are the executive producers.

■ *The Hannigans of Rhode Island* (Viacom) is a comical look at a powerful New England political family. Chris Thompson is executive producer.

■ *Mom* (Twentieth) follows a mother of three bombshell daughters who pushes her children to look for men with money. Jeff Stein is executive producer.

■ *Shaky Ground* (Lorimar) looks at the life of a white-collar Ralph Kramden who causes dissension whether at home or at work. Bob, Chip and Doug Keyes are the executive producers.

### Drama Development

■ *Melrose Place* (Aaron Spelling) is the *Beverly Hills, 90210* spin-off about a group of young adults on their own for the first time. Darren Star and Aaron Spelling are executive producers.

■ *Tribeca* (TriStar and Tribeca Films) looks at life in the neighborhood of Tribeca, New York. David Burke and Robert DeNiro are the executive producers.

■ *Gulf City* (Aaron Spelling) focuses on three young cops who work on Florida's Gulf coast. Aaron Spelling and Henry Rosenbaum are executive producers.

■ *Darkman* (Universal) is an action-adventure based on the theatrical of the same name, about a scientist who is horribly disfigured but discovers a way to replicate the face of anyone he photographs. Robert Eisele and Sam Raimi are executive producers.

■ *Moe's World* (TriStar), a half-hour family drama looks at the perspective of a black, 12-year-old ghost who can't be heard or seen by his friends or family but is able to enter their dreams for a few minutes each night. Kevin Rodney Sullivan is executive producer.

■ *The 50-Minute Man* (Lorimar) takes its

name from the main character's—a private investigator—weekly trips to his psychiatrist. Dan Blatt, Robert Conte and Peter Wortmann are executive producers.

■ *Likely Suspects* (Four Point Entertainment) is a half-hour crime series that looks to the audience for participation in solving a crime. At any given time a character in the show turns to the camera and discusses the ongoing case with the viewers. Ron Ziskin is executive producer.

■ *Key West* (Viacom) is an hour comedy-drama featuring an unusual group of characters in Key West, Fla. Dick Berg and Allan Marcil are the executive producers.

■ *Danger Theatre* (Universal) lampoons the traditional cop and detective action shows. Divided into three 20-minute self-contained segments, the show takes a satirical look at some of the tried-and-true formats of action television. Jeff Reno, Ron Osborne and Bob Wolterstorff are executive producers.

■ *The Heights* (Aaron Spelling) looks at the lives of members in a garage band who aspire to make it in the music business. Aaron Spelling and Eric Roth are the executive producers.

■ *True Stories* (Aaron Spelling) packs real-life events into a half-hour made-for-television format. The docu-dramas are based on actual events. Beth Polson and John Slan are executive producers.

■ *The Class of '96* (ABC Productions) looks at life at a fictional northeastern college. The show is directed by Peter Horton, and Leonard Goldberg and John Romano are the executive producers.

### Reality-Variety Development

■ *Playhouse Thirty* (Castle Rock) stars comedian Jon Lovitz, who presents a live, half-hour comedy sketch. The series, set to debut in May, features guest stars, studio audience banter and blackouts. Jon Lovitz and Alan Zweibel are the executive producers.

■ *Exposed* (Lorimar) is a half-hour sketch comedy that pokes fun at reality, tabloid television. Two no-nonsense reporters cover stories from the sublime to the ridiculous. Hugh Wilson and Peter Torokvei are executive producers.

■ *The Ben Stiller Show* (HBO Independent Productions) is a combination sketch and sitcom that looks at the life of Ben Stiller as he tries to start a new life in Hollywood. Ben Stiller and Judd Apatow are executive producers.

■ *The Big Show* (Vin Di Bona) is described as a one-hour featuring various formats including game shows, variety acts, celebrity interviews, etc. Vin Di Bona is executive producer.

■ *Everything but the Show* (Columbia) looks at a collection of comedy writers who write the scripts for a sketch comedy show. The behind-the-scenes look at the writing staff examines their personalities and how they deal with each other. Dave Thomas is the executive producer.

# Broadcasting Cable

## LET THE GAME SHOWS BEGIN, AGAIN

*King World, Family Channel, VJN among those looking at dedicated channels for cable*

By Rich Brown

**A**lthough syndicators and the broadcast networks have had some difficulty in expanding the game show category in recent years, about a half-dozen companies—including King World Productions—are looking to launch cable networks based on the genre. With the help of interactive technology, say some cable executives, game shows could be the next big thing.

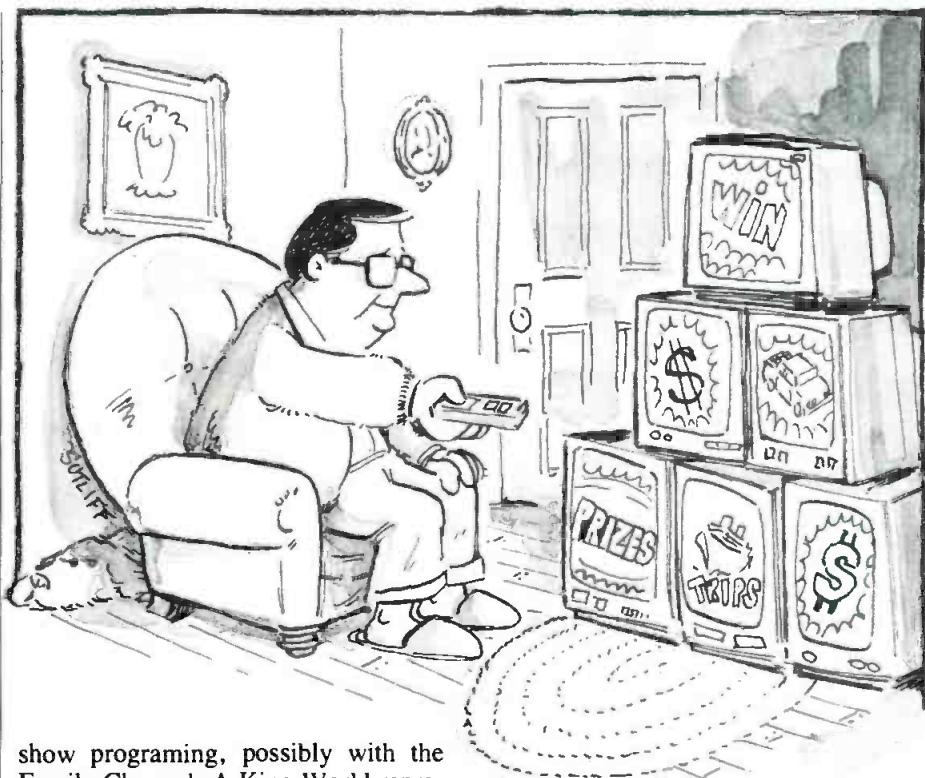
It has been a tough climb for the game show category in recent years. New game shows have become a rarity at the annual NATPE convention, and network attempts at introducing new games have not been very successful. But as some people see things, cable networks are not under the same ratings pressure as broadcasters and syndicators.

"The level of viewer attention that a national cable network needs to operate versus what a syndicator needs in syndication are two different animals," says John Von Soosten, vice president, director of programming, Katz Communications. "If you could get a 1 rating on cable, you'd be jumping up and down with joy; if you got a 1 rating in syndication, you'd be out of business."

Currently there are several hush-hush game channel proposals on the drawing boards, according to Jessica Reif, an analyst at Oppenheimer & Co., who declined to offer specifics.

"You can program a game show channel very inexpensively," says Reif. "I'm surprised it hasn't been done already."

Sources say King World, which has enjoyed tremendous success in the category with *Jeopardy!* and *Wheel of Fortune*, is interested in launching a basic cable network based on game



show programming, possibly with the Family Channel. A King World representative offered no comment.

The Family Channel is among those leading the charge with plans to create an entire network dedicated to the for-

*"You can program a game show channel very inexpensively. I'm surprised it hasn't been done already."*

**Jessica Reif**  
Analyst, Oppenheimer & Co.

mat, The Game Channel (BROADCASTING, March 16). Family Channel executives are hesitant to talk about plans for the new network because the company has just made a public offering. But sources say that interactivity

is likely to play a role in the planned channel.

Mark Goodson Productions, a long-time supplier of game shows, has been approached by about a half-dozen companies that plan to launch basic cable networks based on the genre, according to Giraud Chester, executive vice president. He would not name the parties involved.

The Family Channel is one of a handful of cable networks—including Nostalgia Network, The Learning Channel, Discovery Channel and USA—that have been speaking with The Interactive Network about interactive programming possibilities, according to David Lockton, president and chief executive officer of the Mountain View, Calif., company.

"There's no question that the game

show format is a natural for interactivity, because as Marshall McLuhan pointed out 25 years ago, it's impossible to watch one of those shows and not answer along in your head," says Lockton. "For us, the challenge is to identify those shows that are powerfully involving the viewer in one way or another."

The Interactive Network has developed 22 games so far, and continues to develop two additional games each month, says Lockton. The company, which has NBC as its largest shareholder, is currently available in Sacramento, Calif., and will begin marketing to the San Francisco Bay area on April 6, he adds. The Interactive Network allows viewers to communicate with company headquarters via a home receiver, using an FM simulcast of information that can apply to either cable or broadcast TV programming.

Another interactive company, New York-based ACTV, is busy developing an interactive game channel that would be offered exclusively through cable systems (BROADCASTING, Jan. 6). ACTV's plans call for a test of its game channel to begin later this year, according to John Lack, president and chief executive officer.

Also in the works is another new interactive game network, Watch and Win, backed in part by cable executive Peter Barton and headed by former MTV President John Reardon. Although Barton is president and chief executive officer of Tele-Communications Inc. spin-off Liberty Media, that company is said to have no direct involvement in the proposed service. Calls made on the topic to Barton's office are being forwarded to Reardon, who remains tight-lipped on the project.

"If a number of things happen, we'll make announcements when we're ready," says Reardon.

Video Jukebox Network is also developing plans for an interactive game channel, according to Andrew Orgel, president and chief executive officer. He says the channel's interactive capability will advance the category beyond the traditional game show.

"I don't see broadcasters being terribly creative in the '90s and beyond," says Orgel. "I think you'll see the great majority of innovation on television from this point forward on cable, and I think you'll see a large part of it happening because of interactivity."

## TNN LOOKS LOCAL FOR TALK SHOW

Finds 'variety of styles' through TV station productions

By Rich Brown

**W**hen The Nashville Network next week launches its new weekday talk program, *Miller & Company*, the show will be fed live from WSMV-TV Nashville. It will be the second TNN series produced at a local TV station, and the network hopes to find more.

Producing shows at various TV stations offers a variety of on-air styles at a reasonable cost, said Paul Corbin, TNN's director of programming. In addition to *Miller*, the network's *The Texas Connection* is produced at non-commercial KLRU-TV Austin.

"We are going to be developing more product, and we want them to originate from different parts of the country," said Corbin. "We will certainly look at stations that have displayed the ability to produce quality product."

The benefits are mutual. Before it started producing *The Texas Connection*, KLRU-TV's studio was busy only

half the year, producing public TV's *Austin City Limits*. The station also served as production unit for the network's Farm Aid presentation and is producing an Aug. 3 special on TNN, *Alan Jackson: A Night in Austin*.

"There used to be a huge gap between network quality and local, but I don't think you're seeing the gaps there anymore," said Corbin. "You're seeing a lot of capability by local stations to produce real top-quality product. As time moves along and as these stations develop state of the art, I see that local station activity increasing."

*Miller & Company*, a one-hour live weekday talk show, will feature interviews with country music entertainers and other celebrities who will take calls from viewers via an 800 telephone number. Host Dan Miller's career has included stints as cohost on CBS's *Pat Sajak Show* and as host of an earlier version of *Miller & Company*, which aired on WSMV-TV from 1979 to 1986.

## TOUGH TALK ON THE FIGHT GAME

**C**able operators could find themselves getting a reduced share of pay-per-view boxing revenue if they don't change the way they do business, according to a top fight promoter allied with Time Warner's TVKO.

Cable operators currently are not cooperating on the promotion of every fight, are not doing enough to combat piracy and are not paying promoters on time, said Top Rank Boxing's Mike Malitz at a PPV seminar last week sponsored by QV Publishing at New York's Roosevelt Hotel.

"If we don't get the systems to start paying within 60 days, we are going to have to raise our rates," said Malitz, adding that it now takes promoters six to eight months to get 5%-10% of the money owed them.

"You're pushing us to the point where 50-50 deals may be a thing of the past," Malitz told the operators.

## WATERTOWN WIN

**C**ontinental Cablevision has signed a 10-year license renewal with Watertown, Mass., ending the company's year-long battle to renew the franchise. The operator, which had been issued a preliminary denial of its franchise renewal in April 1991, announced an agreement with the town's new franchise administrator last week. A bitter battle with the town's previous franchise authority resulted in Continental taking the city to federal court.

Under the terms of the agreement, Continental will spend more than \$3 million upgrading the 7,600-subscriber system, as the company had originally intended. But the fiber-optic upgrade will increase channel capacity from 52 to 61, not the 70 the city had originally sought. Continental also agreed to additional terms, including the introduction of new technologies on a conditional basis.

# Business

## TV ADVERTISERS: HOW THE OTHER HALF LIVES

*A slimmed-down corporate America is exploring low-budget advertising while pursuing low-cost production*

By Geoffrey Foisie

**T**he good news is that profits of television advertisers are almost certain to be higher in 1992. The bad news is that 1992's gains have been made possible by cutting costs, in many cases including TV advertising. The trend toward a leaner and meaner U.S. economy is thus an uncertain omen for TV stations, networks and syndicators.

Estimates of higher profits come from Wall Street analysts paid largely to recommend the purchase of stocks. Among their improved estimates are those for airlines, savings and loans, regional banks, and home furnishing and consumer services companies. Auto manufacturers and mobile communications companies are expected to lose less money.

Almost all of the above groups are important TV advertisers, and almost all of them cut their advertising in 1991, according to estimates made by Arbitron's MediaWatch. Some industries had reduced advertising several times in the late 1980's, such as banks and savings and loans, which cut broadcast TV ad spending in three of the last four years. The Television Bureau of Advertising's new president, Ave Butensky, last week singled out that industry as one deserving special attention.

The largest single product advertiser, automobiles, may not be increasing TV advertising in 1992, however. Despite a less severe projected operating loss, reports have already surfaced that GM intends to cut its ad spending by 5%. Economist Robert Gay of Donaldson Lufkin & Jenrette noted that advertising as a percentage of auto sales is not down much, if at all.

In fact, auto manufacturers' broad-

cast TV spending grew at a 16% annual compound rate from 1986 until 1990, despite stagnant sales during much of that period. Auto dealers, whose budget is only about one-tenth that of the manufacturers, cut broadcast TV spending each year since 1988.

If TV is getting mixed relief from existing advertisers, there is equal uncertainty about whether new advertisers will provide new money. For the second half of the 1980's the number of TV advertisers was flat for the networks, at roughly just over 600, and actually decreased for national and regional spot, down 2.4% annually, to just over 2,000. In 1991 the trend reversed some, perhaps because the recession forced broadcasters to be

### SEC REVENUE REVELATION

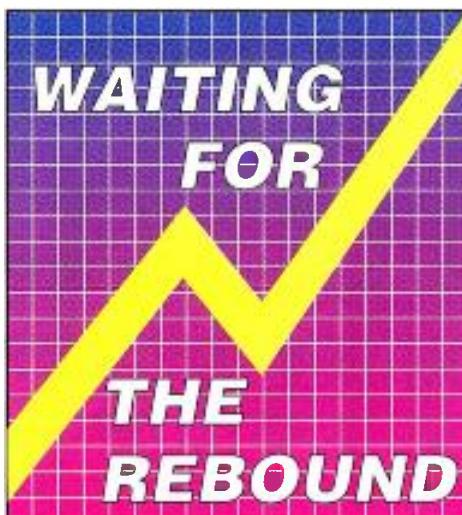
**T**he primary source for calculating whether TV revenue is increasing or decreasing is Arbitron. Counting and pricing each commercial (with guidance from buyers and sellers), Arbitron has never claimed perfection, but has been within 10% of the networks' audited figures. A filing at the SEC, however, revealed that some Arbitron MediaWatch estimates have a wider degree of error. International Family Entertainment said in a recent prospectus that in 1991 its Family Channel had advertising revenue of \$71 million. Arbitron's MediaWatch estimate was 60% higher, \$115 million, according to an agency executive. Arbitron attributed some of the discrepancy to a lack of cooperation from The Family Channel. **ef**

especially aggressive and also because the lower unit prices made TV affordable to new customers, said TVB's vice president of research, Harold Simpson. He noted that the previous declines reflected in part the failure of some advertisers and the mergers of others.

Those hoping for ad dollars from new advertisers or new products offer reasons. McCann-Erickson's Robert Coen said that some advertisers are waiting until the recession is clearly over before introducing new products. And CBS's David Poltrack thinks there is still "untapped demand" in the home entertainment industry for products such as big-screen TV's and, if travel picks up, still-video cameras.

Video games, whose re-emergence effectively counted as a new product, were promoted on TV last year to the tune of \$50 million on broadcast TV and \$11 million on cable. The home entertainment category also illustrates

#### Third in a five-part series



*Continues on page 37.*

# TISCH'S LETTER: BOTH GOOD NEWS AND BAD

*In annual report, CBS chairman says company intends to continue buying stations*

By Geoffrey Foisie

**C**BS Chairman Laurence Tisch said that despite higher ratings in the current broadcast season, it will be "difficult" for the TV network to show a profit in calendar year 1992. In the annual report letter to shareholders, Tisch said that as of the end of February, CBS saw "...no rebound in advertiser demand for broadcast time in the first quarter of the year."

The report detailed that in 1991, network television revenue was down 7%, while TV station revenues fell 8% and radio station revenues slid 2%. To minimize the impact of the revenue decline, and the impact of a \$322-million pre-tax writedown on sports programming, Tisch said management had found "...significant new techniques to improve their operations and generate cost savings of more than \$100 million annually." Among those operating changes was a workforce reduction of 490 people. The media company also cut its own advertising spending by \$24.6 million, to \$94 million, and cut compensation to its TV network affiliates.

Tisch said the CBS board was not enthusiastic about "diversifying acquisitions" but instead had as "one of our principal strategic objectives" adding to its TV and radio station holdings and "expanded investments in television program ownership."

Five years ago, CBS was telling the FCC that Loew's purchase of CBS stock was not a change in control. However, Howard Stringer's contract allows him to receive compensation for the full contract term should Tisch and Loew's reduce their presence in the company, and if "his [Stringer's] job should change in a material and substantial manner."

The terms of Stringer's three-year compensation package, ending July 31, 1994, calls for him to get minimum annual compensation of roughly \$1 million. Also attached to this year's SEC filing were contracts for senior vice president Ed Grebow, who will get minimum compensation of \$380,000; the president of CBS enterprises, James Warner, who will receive \$280,000, and executive vice president, CBS/Broadcast Group, Pe-

ter Lund, who will receive minimum compensation of roughly \$675,000.

The CBS financial statement said that of the remaining \$423 million in writedowns on professional baseball and football telecast rights, \$160 million was allocated to 1992 and \$263 million was allocated to the following

year. Although revenue from those telecasts might be higher in 1993 than 1992, so, too, may be the cash payments to the leagues, especially to the NFL. If NFL team owners agree this week to ease the terms of the network contracts, CBS could theoretically reverse part of the writedown. ■

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## COURT FINDS FOR TAK

Ruling in favor of Tak Communications, U.S. Bankruptcy Court for the Western District of Wisconsin last week upheld a lower court's opinion that lenders cannot hold security interest in broadcasting licenses.

District Judge Barbara Crabb ruled the New Bank of New England and nine other banks for which it is acting as agent have no right to place a lien on the Chapter 11 company's broadcasting licenses, despite the \$175-million line of credit they gave Tak. She cited the FCC's "clear established policy [against security interest in broadcast licenses] that the banks now seek to escape." The FCC has decided its policy is unclear, and has agreed to review whether to permit lenders to hold security interest in licenses.

The banks, with 30 days to file, have not decided whether they will appeal, according to their attorney.

-SDM



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# Changing Hands

This week's tabulation of station and system sales (\$250,000 and above)

**KUKQ(AM)-KUPD-FM** Tempe (Phoenix), Ariz.  Sold by Tri-State Broadcasting Co. to G & C Broadcasting Co. Inc. for approximately \$10-\$12 million. **Seller** is headed by Jack Norris and Bob Melton, and has no other broadcast interests. **Buyer** is owned by Jack Grimm, a Texas businessman who owned radio stations in Providence, R.I., and Louisville, Ky., and Bob Fish, who held radio positions in New York and Boston. KUKQ has alternative music format on 1060 kHz with 5 kw day and 500 w night. KUPD-FM has AOR format on 97.9 mhz with 100 kw and ant. 1,620 ft. **Broker:** Communications Equity Associates.

**WGCV(AM)-WPLZ-FM** Petersburg (Richmond), Va.  Sold by Paco Jon Broadcasting to Sinclair Telecable for \$1.4 million. **Seller** is headed by Charles Giddens, receiver for stations, and has no other broadcast interests. **Buyer** is headed by John, Bob and David Sinclair, and also owns WCDX(FM) Mechanicsville (Richmond) and WNIS(AM) Norfolk, both Virginia, and cable systems in Arkansas. WGCV is fulltimer with gospel format on 1240 kHz with 1 kw. WPLZ-FM has urban contemporary format on 99.3 mhz with 3 kw and ant. 328 ft. **Broker:** Media Venture Partners.

**KHPY(AM)** Yucaipa (Moreno Valley), Calif.  Sold by Delbert L. Van Voorhis to KHPY Hispanic Radio Inc. for \$1 million on terms. **Seller** has no other broadcast interests. **Buyer** is headed by Ruben O. Chavez Sr. and has no other broadcast interests. KHPY has MOR format on 1530 kHz with 10 kw day.

**WKJA(FM)** Belhaven, N.C.  Sold by Spirit Broadcasting Inc. to Winfas of Belhaven Inc. for \$594,000, assumption of debt. Station was purchased in July 1991, from Belhaven Christian Radio, headed by L.E. Willis Sr., for \$655,000. **Seller** is headed by Ernestine Willis Cuffee, daughter of L.E. Willis Sr., who is licensee of 5 AM's and 11 FM's. **Buyer** is headed by Roger R. Ingram, and is licensee of WKOO(FM) Jacksonville, N.C., and WYYD(FM) Amherst, Va. WKJA has

## PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's  \$1,834,654  8  
FM's  \$1,143,500  5  
AM-FM's  \$1,791,500  4  
TV's  \$598,000  3  
Total  \$5,367,654  20

1992 to Date:

AM's  \$12,292,255  38  
FM's  \$45,535,546  55  
AM-FM's  \$31,690,089  25  
TV's  \$26,783,000  12  
Total  \$116,300,890  130

For 1991 total see Jan. 27, 1992 BROADCASTING.

modern country format on 92.1 mhz with 3 kw and antenna 282 feet.

**WABF(AM)** Fairhope (Mobile), Ala.  Sold by Bee Cee Broadcasting Inc. to Jubilee Broadcasting Co. Inc. for \$350,000. Terms: \$20,000 escrow deposit, \$255,000 cash at closing and \$75,000 for five-year noncompete covenant. **Seller** is headed by Robert A. Clark, and has no other broadcast interests. **Buyer** is headed by John W. Hinds Jr., who is currently announcer at station. WABF has MOR, big-band format on 1220 kHz with 1 kw day.

**KPLO-FM** Reliance, S.D.  Sold by Midcontinent Radio of South Dakota Inc. to MAS Communications Inc. for \$250,000 cash. **Seller** is also licensee of KELO-AM-FM Sioux Falls and KDLO(FM) Watertown, both South Dakota, and is subsidiary of Midcontinent Media, headed by Joseph H. Floyd, and has interests in licensees of KELO(TV) Sioux Falls, KDLO(TV) Florence, KPLO(TV) Reliance and KCLO(TV) Rapid City, all South Dakota; WTSO(AM)-WZEE(FM) Madison, Wis.; KFH(AM)-KXLK(FM) Wichita-Haysville, Kan., and WDGY(AM)-KDWF(FM) St. Paul-Richfield, Minn. **Buyer** is headed by Mark A. Swendson, and has no other broadcast interests. KPLO-FM has country format on 94.5 mhz with 95 kw and antenna 1,000 feet.

## TV ADVERTISERS

Continued from page 34.

that not all new products choose market penetration through TV advertising. Despite the fact that more than a billion dollars worth of home CD players were sold last year, their manufacturers probably spent less than \$10 million on television advertising. The largest of the spenders, Sony, spent an estimated \$6 million, with four-fifths of that going to network television. The majority of promotion dollars for CD players, said a marketing executive for one manufacturer, goes to print ads in newspapers and audio publications.

And Rollerblade, which has more than half of the estimated \$400-million market for in-line skates, bought only \$11,000 worth of television time last year, estimated MediaWatch. A spokesperson for the company noted that it was able to get its product shown for free in other ads, such as those for soft drinks, and that it chose instead to spend its marketing budget on on-location promotions where people could try the skates.

"Category killers" are another relatively new advertising group which, in many cases, is avoiding TV. These retail stores, which offer shoppers a single category of product at prices lower than more diversified stores (thus their name), include chains selling consumer electronics, office supplies and, most recently, sporting equipment.

Staples, an office supply discounter that had \$547 million in revenue last

year, spent just \$600,000 on TV advertising last year, estimated MediaWatch. Phyllis Wasserman, the company's vice president of advertising, said that Staples was targeting its marketing to reach desired customers, "generally the managing partner of a paper-intensive firm with fewer than 20 employees, such as a law firm, accounting firm, consulting firm or doctor's office." These people, she said, are "generally not television watchers," and she instead buys magazine, newspaper and drive-time radio ads. The few times TV is used is to "generate awareness" in a market where Staples is just beginning to open stores, such as, in 1991, Los Angeles and Baltimore.

Staples's competitor, Office Depot, bought only \$490,000 of TV ads in 1991, estimated MediaWatch. But Gary Foss, vice president of advertising, said the company is testing TV advertising, after having relied for six years on direct mail and run-of-press newspaper advertising.

Among broader-based discount department stores, which showed increasing TV ad spending until 1991, the longer-term trend is not necessarily positive. One Wall Street analyst who asked not to be identified said the industry is increasingly going to "everyday low pricing." To guarantee the lowest price, he said, means keeping costs to a minimum, which may include TV spending: "The retailers that are winning spend less on advertising than those that are losing." As an example he cited Walmart, which had roughly \$40.6 billion in sales and

## GAMMONS AND AMERICOM RETURN

Brothers Tom and Dan Gammon have reopened their Americom Radio Brokerage after a 15-month absence from the industry, and will focus on "inner-market brokerage and leasing," according to Tom Gammon. He cited the FCC's proposed 30-30 multiple ownership rule and signs of an economic upturn as reasons for opening Americom's doors again.

One of the major brokerage players during the late 1980's, Americom closed in October 1990 during an internal dispute among the Gammons, Star Media broker Bill Steding and others. Gammon said that in response to the structural changes in station trading and financing over the past few years, Americom will now concentrate on keeping existing bank financing in place and on identifying buyers already in a particular market. This will eliminate the need for conducting extensive research, according to Gammon, and will allow the brokerage to charge 50% of the standard brokerage fee. Gammon acknowledged that the new rate schedule may not be well received by colleagues in the industry, but said that "if people think about it, it makes sense."

-JG

# SOLD!

WGVC/WPLZ, Richmond (Petersburg), Virginia to Sinclair Telecable, John, Bob, and David Sinclair, Principals, from Paco Jon Broadcasting Receivership.

Charles E. Giddens  
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FINANCING • APPRAISALS



## MEDIA VENTURE PARTNERS

WASHINGTON, DC  
ORLANDO  
SAN FRANCISCO

Subject to F.C.C. approval

spent only about \$20 million on advertising, almost all network, estimated MediaWatch.

Meanwhile, K mart, which had \$6 billion less in sales, spent over three times as much on TV advertising, four-fifths of that on the three broadcast networks.

Low-cost products are now reaching into the largest broad category of TV advertisers—packaged goods companies.

One view of the situation is not positive. DLJ's Gay said: "Lower-margin generic alternatives are being presented to the consumer.

So Coke, Pepsi, P&G and Heinz are pulling back their selling, general and administrative expenses in order to prevent an increasingly difficult pricing environment from affecting their profit margin. That could easily keep TV revenues under pressure for a very long time."

Many of these companies, he noted, could afford to raise their spending in the 1980's because a weaker dollar brought them larger profits from their overseas operations, and lower labor costs also helped the bottom line. Both of those favorable trends have recently reversed.

As was noted in the first part of this series, unlike during several previous recessions, packaged goods manufacturers last year reduced their ad spending in a number of categories, including food and toiletries. ■

*Next week: the supply side.*

## **S&P: 1980'S HANGOVER STILL HERE**

*Debt problems continue for some major media companies*

**By Geoffrey Foisie**

**A**lthough lower interest rates, debt restructurings and a better equity market seem to have ended some of last decade's leveraged legacy, a recent report from Standard & Poor's makes clear that worries continue for at least a dozen major TV and radio operators. In a recent report the ratings agency said that problems with the advertising economy as well as the nearing repayment of debt has led to ratings downgrades or notable concern. For many companies the situation is likely to cause further restructurings, asset sales or even bankruptcies.

Malrite Communications Group's subordinated debt was placed on S&P's "CreditWatch" two months ago for a possible downgrade from its current B-rating (S&P ratings range from AAA to D). Noting lower recent cash flow, the agency said Malrite might require a debt restructuring because the station operator's debt repayments "step up" in 1992 and 1993, while interest payments on some debt will require cash beginning in 1994.

Bank principal repayments also caused S&P to give a "negative" outlook to Great American Communications, whose senior debt has a B-rating. Those repayments, due in 1993

and 1994, would require "either further sales of core assets at potentially depressed multiples or a major restructuring of bank debt amid unfavorable credit market conditions." Analyst Heather Goodchild said that former majority owner American Financial Corp. reduced its stake to 40% last November, raising questions of whether it would maintain the same level of past financial support for Great American.

The outlook for Outlet Broadcasting is negative, said Goodchild, because for much of last year cash flow did not cover interest, some of which requires cash payments beginning about now: "A most-likely scenario suggests...liquidity pressures in late 1992-93."

EZ Communications' outlook is also "negative," said S&P, because a restructured bank agreement—enabling the radio group owner to make interest payments on other debt—"raised the pricing on the facility, moved to a secured lending basis and reduced EZ's credit...leaving limited unused capacity at this time." Goodchild said the company, whose implied senior rating is B, had negative free cash flow for the six months ended Sept. 30, 1991.

Westwood One was also given a "negative." S&P, which has placed a B rating on the radio network operator's senior debt, said the company's current liquidity provided "a marginal safety net for protracted weakness" in advertising revenue.

A ratings downgrade on SCI Television's debt, the senior portion of which has a CCC rating, is possible, said S&P, if the company fails to continue making asset sales, since the TV group owner has been unable "to meet its debt obligations out of cash flow."

S&P lowered Telemundo Group's senior unsecured debt ratings to CC on Jan. 15, when the company missed an interest payment on some debt, and at the same time placed it under review for a further possible downgrade.

Maryland Cable Corp.'s senior debt rating of C is under review "with negative implications" because the cable system operator's 90% owner, ML Media Opportunity Partners LP, "may yet be unwilling or unable to provide sufficient support," S&P said. ■

## **HOLLYWOOD FINANCING**

**W**alt Disney said it is seeking shareholder authorization to increase the number of preferred shares from 5 million to 100 million. The announcement said the Disney board has no current intention to issue the shares but that the request was to enhance the company's "flexibility." Shareholders are also being asked to approve a four-for-one split of common stock, from 300 million to 1.2 billion shares.

**N**ews Corp. said it completed a \$300 million issue of zero coupon exchangeable subordinated notes issued by subsidiary News America Holdings Inc. Proceeds from the notes, priced at \$467.50 per \$1,000 face value and yielding 7 3/4%, will be used to reduce existing debt.

**C**arolco said a refinancing package calls for foreign partners—France's Canal Plus, Italy's Rizzoli and Japan's Pioneer—to provide up to \$73.8 million. In addition, banks with loans to Carolco will lend additional money to the company. The film company said it also planned to take write downs approaching \$100 million covering assets in its film and TV libraries, and for restructuring costs. ■

# Radio Extra

EXPANDING THE HORIZONS OF REPORTING ABOUT RADIO □ MARCH '92

## AM's good news, bad news

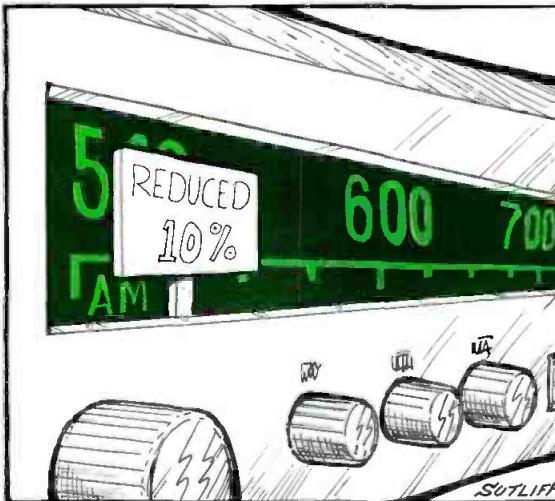
*Broadcasters applaud FCC's expansion, but don't like interference reduction requirements*

By Joe Flint

**A**s far as most broadcasters are concerned, the FCC did the right thing last fall when it reserved the spectrum added to the AM band (1605 khz-1705 khz) for 100 or so stations wishing to migrate from the overcrowded and interference-ridden historic AM band (535 khz-1605 khz).

But many broadcasters believe the commission went astray when it simultaneously adopted tough new interference-reduction requirements with which existing AM stations will have to comply when they apply for their next technical change.

Of chief concern is the requirement that many stations reduce by 10% the interference they cause when they upgrade transmission facilities or propose other major changes.



The 10% reduction obligation is counterproductive to the FCC's goals, said John Ludin, vice president, du Treil, Lundin & Rackley Inc., one of the broadcast consultancy firms that joined broadcasters in calling on the FCC to reconsider some of the new

rules. Rather than encouraging stations to make interference reduction changes, he said, the requirement will discourage them.

"The surviving AM stations should be given as much latitude as possible to improve this service to the public without this artificial restraint," du Treil, Lundin said in its petition. "The interference reduction within the existing ban sought by the FCC will still continue to occur through migrations, negotiations and station changes" with the 10% requirement, it said.

Wayne Vriesman, vice president, Tribune Broadcasting Co. and head of its radio group, asked: "What is to be gained by our losing 10% of our signal area if we move?" Said Vriesman: "As we know, many AM stations' transmitter property is

*Continues on next page.*

## Urban sprouts black AC, shakes off census dip

*But advertisers still lag behind listeners in tuning in to the format*

By Peter Viles

**F**or urban stations, these are the best of times and the worst of times.

The best of times because urban now boasts artists whose mainstream popularity has invaded contemporary hit radio and adult contemporary, bringing new recognition and credibility to the urban format.

"It has become a mass appeal format over the past four or five years," says Steve Crumbley, operations manager and program director at WOWI(FM) Norfolk, Va., a perennial

market leader. "I think urban radio is peaking right now."

But at the same time, many urban stations took an unexpected jolt when the 1990 census showed up in the fall 1991 Arbitron ratings. And on top of the recession, many advertisers still undervalue the urban audience.

"From an economic standpoint, the urban stations still labor from having to prove the worth of their audience," says Gerry Boehme, senior vice president, director of research, Katz Radio Group. He said one problem urban stations face is that the music tends to be popular with younger listeners who

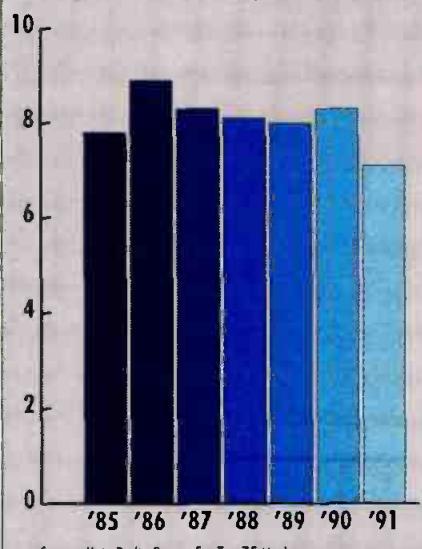
don't attract advertisers.

Many advertisers have doubts about the buying power of black audiences. "From a general market advertising standpoint, it's still an untapped resource," Boehme says. "I think there are a lot of advertisers who have mostly ignored that audience."

In an effort to reverse that trend, both Katz and the Interep Radio Store have recently released studies showing the buying power of black consumers and the unique ability of radio to reach them. The Interep study stresses that

*Continues on next page.*

## URBAN 12+ AQH SHARES



Source: Katz Radio Group, For Top 75 Markets

## URBAN FORMAT

Continued from previous page.

the black population, with total purchasing power of more than \$250 billion, is growing twice as fast as the white population. Further, Interep says, blacks spend more time listening to radio than whites, and there is little crossover listening between black stations and general market stations.

The Katz study reports that blacks tend to be more loyal to their favorite stations and more responsive to commercials than whites.

E.J. (Jay) Williams Jr., co-president of the recently formed American Urban Radio Networks, points out that radio is uniquely suited to serve black consumers. "Radio is the only medium that services the African American community on a 24-hour basis," he says. "It's the only medium that they can truly call their own."

Williams stresses that urban is only one of several formats targeted to black listeners, and the fastest growing appears to be black adult contemporary.

"The black AC's draw a large non-black audience," Williams says. "It's great mellow music and it's widely enjoyed by a broad-based audience. It's a true baby-boomer format."

The 1990 census proved somewhat damaging to urban stations in many markets because it showed slower growth in the black population than had been projected. That, in turn, caused a one-time reduction in the Arbitron-measured listenership of many urban stations.

"In recent years it was a very hot format, but the black population changes in this last Arbitron book took a lot of the uptrending out," says Jeff Wakefield, Interep's executive vice president, director of research.

Still, Wakefield says, urban remains a very strong format, particularly among younger demographics and in cities where there is a sizable black population.

Because of the mainstream popularity of some black performers, urban contemporary stations now face competition from black AC and contemporary hit radio (CHR) and from hybrid formats such as Churban, an up-tempo blend of CHR and urban. But urban contemporary stations appear to be withstanding the competition, partly because they are attracting new listeners of their own and partly because the hybrid formats are attracting listeners from other formats.

"Rap is bringing in listeners [to urban] who weren't listening to radio, period," says Wakefield. "They were listening to their cassette tapes." ■

## AM BAND

Continued from previous page.

almost worth more than the license, and if this [the poor AM radio operating environment] continues, there will probably be a lot of movement and a lot of 10% reductions."

Also concerned about the reduction is Cohen, Dippell and Everist. Consultant Wilson LaFollette said clear-channel stations "may lose their status." Older stations needing technical changes will also have problems, said Don Everist. "If I am an AM trying to improve facilities I have considerable obstacles to hurdle. It's like taking a 1968 Oldsmobile, fitting it with a catalytic converter and expecting it to help the environment. Making these rules retroactive is going to be counterproductive."

CDE is pushing for the introduction of AM stereo and higher AM fidelity as ways of reducing interference. In its petition for reconsideration, CDE said: "The FCC appears to recognize this importance as well, since it made AM stereo a requirement for migration to the expanded band."

Other areas of potential concern for broadcasters include the FCC's decision to let the Travelers Information Stations (TIS) operate on any AM channel. Barry Umansky, deputy general counsel, National Association of Broadcasters, said even though the TIS services are secondary, "the chance of causing interference is extremely high." Petitioners are calling for the stations to be allocated to 530 kHz and 1700 kHz.

FCC action on the petition appears to be at least a month or two away. A staff draft has been prepared but has yet to receive the approval of Mass Media Bureau Chief Roy Stewart. ■

## Stations look to combo deals for new revenue

By Sharon D. Moshavi

**O**ffering packages combining radio with other media is proving to be a good way for radio to increase its revenues, and observers say it's time for stations themselves to take the initiative in a market already opened by advertisers, agencies and reps.

Alliances are already forming on a national scale, mostly within multimedia companies such as Hearst Corp.,

Group W and Capital Cities/ABC. But radio ad executives say multimedia deals can be done on a smaller level, too, and by media that do not share common ownership. "It shouldn't really matter if they're owned by the same company or not," says Howard Nass, senior vice president, corporate director, local broadcast, at Foote, Cone & Belding.

The growth in local marketing agreements among non-co-owned radio stations in the same market shows

that common ownership among competitors does not have to be a factor in forming sales alliances, says Gerry Boehme, senior vice president, director of research, Katz Radio Group.

The move toward sales alliances can be seen in Katz Communications' two-month-old multidimensional marketing unit, which brings together its pool of Katz-repped entities in the broadcast, radio and, most recently, cable industries. The unit can also add print media to the mix, since Katz

If your weekend  
music mix is oldies  
or gold based A/C,  
your listeners are  
looking for the best  
presentation of the  
best versions  
of the best  
oldies - in  
other words  
*"American  
Gold with  
Dick Bartley!"*  
That's why  
so many  
programmers  
have made *"American Gold  
with Dick Bartley"* their  
one and only choice for  
syndicated weekend  
programming.

**ROCK & ROLL'S  
GREATEST HITS**

The Dick Bartley Show

# GO FOR THE GOLD!

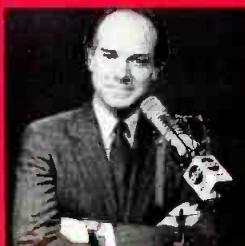
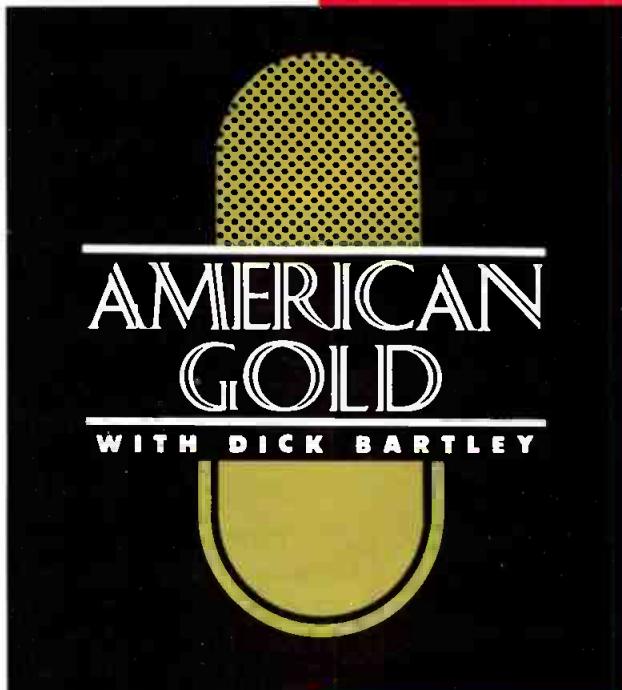
"Dick Bartley is the best national oldies personality in America! His style and the format of his programs fits perfectly with our oldies format!"  
Jeff Kelly WBBG-FM, Youngstown

"Great programming! Bartley's fun, energetic and brings a contemporary sound to the oldies."  
Dave Mason WKRC, Cincinnati

"Fabulous program. We've localized American Gold to sound as if Dick is broadcasting from our studios."  
Jay Sorensen, WKXW-FM, Trenton.

"Dick Bartley has a bigger following around here than most of our competitions' morning air talent... COMBINED!" Jeff Silvers WLEV-FM, Allentown.

"Nobody knows the music we grew up on better than Dick Bartley and nobody presents it better week in and week out than *"American Gold."*" David Hillyer, WDDK-FM, Greensboro.



Also heard  
on great stations  
like WTMX-FM, Chicago,  
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Call Ron Rivlin today at (212) 456-5118 to get in on the action. And don't forget to ask about *"Rock & Roll's Greatest Hits"* - Dick Bartley's LIVE coast-to-coast Saturday Night oldies party with *"the best by request."*

 **ABC RADIO NETWORKS**

represents the electronic media owned by publishing companies such as Hearst and the New York Times Co., according to Susan Wagner, vice president, corporate marketing.

Despite the perception that the print media is radio's biggest competitor, it seems to be the media of choice in sales alliances. The Interep Radio

Store, for example, has formed an alliance with Rodale Press and has talked with several advertisers about a buy encompassing selected Rodale titles and radio buys in 20 to 25 markets, according to George Pine, Interep regional executive and executive vice president, McGavren-Guild Radio. On the local level, New York's all-sports

radio WFAN has teamed up with the *New York Times* to offer a package to advertisers for the U.S. Open.

Observers say there is growth potential as well for alliances between radio and other electronic media. Katz's Boehme thinks cable is the most receptive. "Cable looks for any ally it can get," he says. ■

## VATICAN TOO

Lord knows how the public will react, but WLAV-AM-FM Grand Rapids, Mich., has faith that a billboard depicting Pope John Paul II wearing headphones and a T-shirt will help convert non-listeners to its version of rock 'n' roll heaven.

The billboard campaign, titled "Father Knows Best," is designed to "get the attention of those who have strayed from the flock," according to WLAV-AM-FM General Manager Dennis Lemon. Lest the masses become offended by the billboard, Lemon said that the station sent letters to its major advertisers and is running on-air spots promoting the campaign "in the spirit in which it was intended."

## PENNIES ON THE DOLLAR

To help battle lingering effects of the recession and to ease the shrinking spending power of a dollar, KFDI(AM) Wichita has reintroduced its "69 Cent/Dollar Smart Cash Savings Certificates." KFDI listeners can purchase a \$5 certificate for \$3.45 but redeem it as cash for any \$5 worth of goods at any 69 Cent/Dollar sponsor, allowing them to save 31% on their purchases.

According to Barry Gaston, KFDI



general sales manager: "With talk about the recession, folks tend to be reluctant to spend, [but] the 69 Cent/Dollar gives consumers an incentive to buy. It's a win-win situation for both the consumer and the businessperson."

## THE GOOD, NOT BAD, NOT UGLY

Drawing a distinction between "predominantly positive news" and predominantly negative news media," WOKY(AM) Milwaukee has introduced "Milwaukee's Good News Morning." The 3½-hour daily dose of only good news is designed

to "completely reorient traditional broadcast journalism," according to WOKY President Mike Jorgenson. "The media is so out of sync with the values and interests of a vast majority of the general public that conditions couldn't be more right for a change" in the news, he said.

"The most popular movies, top TV shows, and newspapers and magazines which have grown in circulation all are decidedly upbeat. Yet, what most media try to foist on their customers as 'news' is just the opposite."

## WORK AROUND THE CLOCK

To help unemployed Chicago-area listeners line up potential employment prospects during the recession, WBBM(AM) teamed up with the United Way to create the "WBBM Job Link." Employers are invited to contact WBBM's Job Listing Line, which is answered by a United Way representative. After each employment listing is verified, the station then announces each opening several times a day.

"The Chicago unemployment rate is now 8.2%, and we felt this would be the best way to put our resources to work for the community," said Wayne Jefferson, the station's vice president-general manager.

## RIGHT TO VOTE

Noting that the 18-24 demographic cell is the "least active of the American electorate," Emmis Broadcasting's KSHE(FM) St. Louis is encouraging its listeners to register and vote in the upcoming elections. KSHE staffers have been deputized by the state of Missouri to register St. Louis County residents at selected station promotions and concerts.

"We don't care how you vote, but we do care *that* you vote," said John Beck, station vice president-general manager.



WLAV Grand Rapids' sign from above

# If You Think Radio Is So Great, Prove It.

© 1992 The Arbitron Company



How would you like to tell the world what a great advertising medium radio is?  
Well now you can.

Write us a one-page letter (sorry, no more than 250 words), telling us why radio works for advertisers. If your letter is judged best, we'll reprint it on your station's letterhead in trade publications advertisers read every week.

The Arbitron Radio Advisory Council will do the judging. They'll be looking for letters that sell radio, not just your station, not just your format.

It's simple. It's fun. And it's your chance to tell everyone about today's radio.

**You write it. We'll print it. All entries must be postmarked no later than March 31, 1992.**  
Send entries to The Great Radio Promotion, The Arbitron Company, 142 West 57th Street, New York, NY 10019.

**ARBITRON**

# Big Apple story: Nice guy finishes first

WYNY's Dan Daniel enters his fourth decade in New York at nation's top country station

By Peter Viles

**A**fter 30 years on New York radio, most of the Southwestern twang is gone from Dan Daniel's voice, and he hardly looks the part of a rangy Texan as he scurries across midtown Manhattan every day from Grand Central Station to the WYNY(FM) studios on Broadway.

But as they say in the country lyrics Daniel loves to quote, old habits die hard, and some people don't let success change them. Maybe that's the secret of Dan Daniel's remarkable longevity in the nation's biggest market.

"I still say 'Yes ma'am' and 'Yes sir,'" Daniel says. "That's the way I was brought up. I'm nice to people on the phone even if they're not necessarily nice to me."

"I don't burn bridges," he says. "I've worked for three stations in New York, but I've worked for each of them twice. I like to be with people and I like to let them know it. And coming from my background—po' white trash in Texas—I've always felt that I had to work twice as hard to be half as good. I think people notice that."

New Yorkers have been noticing since 1961, when Daniel arrived from Minneapolis at the age of 26. He had done an all-night show on KXYZ(AM) in his hometown of Houston and then moved to one of the first top 40 stations, WDGY(AM) Minneapolis.

"We used to kid the heck out of him because he was a southerner," remembers Gary Stevens, the media broker who worked alongside Daniel as part of WMCA(AM) New York's famed "Good Guys" lineup in the 1960's.

"In the '60s in New York there weren't a lot of guys around with southern accents, let alone going on the radio with a southern accent."

Stevens says his lasting impression of Daniel from those days is of a mentor and a friend whose private personality matched his public image. "It's real," Stevens says. "He's a down-home kind of guy who found a home in New York City."

Daniel's three decades in New York have included two stints each at WMCA(AM), WHN(AM) and now, the af-



WYNY(FM)'s Dan Daniel: "Coming from my background—po' white trash in Texas—I've always felt that I had to work twice as hard to be half as good. I think people notice that."

ternoon shift at the nation's most-listened-to country station, Westwood One's WYNY(FM). Daniel has also been a full-fledged rock 'n' roll personality (he was on stage with the Beatles during each of their New York concerts), a talk show host and a commercial spokesman for everything from banks to toothpaste.

Not bad for someone whose career in radio began pretty much by accident somewhere in the Pacific Ocean. Looking for a better life than he knew bouncing around central and southeast Texas as a child, Daniel had trained to be an aircraft mechanic and shipped out with the Navy to be stationed in the Philippines. But on the way, Daniel organized a variety show aboard the ship and was discovered.

"I was a pretty good storyteller and I could sing a little bit, and I found enough guys to form a band," he says. "So we put on a show for the troops. It was like Mickey Rooney and Judy Garland."

A special services officer was so impressed that he drafted Daniel into Armed Services Radio when the ship

reached Manila. There, from a studio he frequently described as "high atop the enlisted men's club overlooking downtown Manila Bay," Daniel was on the air up to nine hours a day, broadcasting everything from sports and news to big bands and classical.

"My attitude going into the studio has not changed, with the possible exception of my level of purpose," he says. "I think I've actually gotten better. I'm more mature. I've had more life experiences. I've learned to edit myself better. I want to keep getting better."

Like most radio personalities, Daniel can be witty and irreverent, but he can also be self-deprecating or disarmingly personal when it suits the music. And in his current role on WYNY, everything revolves around the music. Each night before Daniel's afternoon show, he takes home a music list and toys with various transitions from one song to another. His goal is to play off the lyrics of each song in a way that touches his listeners, sometimes with humor, sometimes with sadness.

"Anything that I can do to bring the song closer to home," he says. "Sometimes a person can break into tears and not know why. If I can say something that will crystallize in them the feeling that's been evoked by the song, then they know what it's about."

Country music, with its strong lyrics, is particularly well matched for Daniel's style, and he seems to revel in the music that can bring him and his listeners closer together.

"I'm crazy about the music," he says. Country, after all, is the music of Daniel's youth. He grew up listening to Hank Williams on the Grand Ole Opry, and his favorite country artists today include George Strait, Reba McEntire, Mary Chapin Carpenter and Kathy Mattea.

"I get involved in the substance of the music and with my listeners," he says. "If I've got a talent, it's a talent for getting through to people that they're worth being with. Sometimes I say: 'It says the Dan Daniel show on the marquee, but that's only because we don't have enough room to put on all your names.'"

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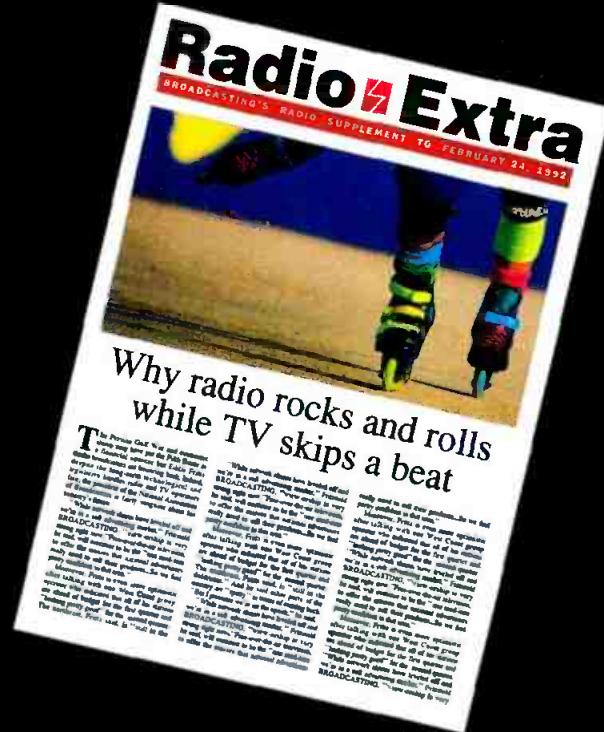
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# Washington

## SQUARING OFF OVER CABLE CROSS OWNERSHIP

*Networks want to be let in, affiliates want them out in comments at FCC*

By Joe Flint

**T**he only thing the two sides of the network-cable crossownership debate agree on is that the cable industry no longer needs protection from any part of the broadcast industry. What is dividing them is whether one segment of the broadcast industry needs protection from another.

Local broadcasters fear that if the rules preventing ABC, CBS and NBC from owning cable systems are lifted or relaxed, they will become victims of anti-competitive practices. They fear that the networks will use their leverage as system owners to alter the network-affiliate relationship so it favors them. Affiliates fear they could be stripped of their affiliation if the network decides to rely exclusively on the cable system for carriage, and both affiliates and independents fear that a network owner would harm the other stations it was not affiliated with either through poor channel positioning or no carriage at all. The networks argue that since over-the-air broadcast signals are usually the most popular channels on cable systems, it would be counterproductive and harm the value of a network-owned cable system if the strengths of the local television stations were harmed in any way.

The arguments for and against reform of the network-cable crossownership rules were made at the FCC last week in the form of comments that the FCC will use in making a decision on how to change the rules. Although no date for change has been announced, there has been speculation that the commission will address the issue as early as its June meeting.

Filing in support of rule reform are—most notably—the three networks and the National Cable Television Association. Organizations against any reform include the Net-

### PROPOSED SAFEGUARDS

	National Ownership Cap 5% of homes passed	Local Ownership Cap 25% of homes passed	Other
NASA			Must-carry, channel positioning, bypass protection
ABC	10% of homes passed	None	Supports must-carry, channel positioning, bypass protection
NBC	10% of homes passed	None	Supports must-carry, channel positioning, bypass protection
NAACP	5% of homes passed*	None	None
Malrite	None	25% of homes passed	Supports NASA safeguards
ACT	10% of homes passed	None proposed	None proposed
Media Access Project	10% of homes passed	50% of homes passed	Supports NASA safeguards; retention of fin-syn rules and PTAR rules and 12-12 TV ownership rules.

\*Additional network ownership of cable systems should be permitted to the extent that networks invest in or finance minority-owned stations. CBS and the National Association of Cable Television are against any safeguards.

work Affiliated Station Alliance (NASA), the National Association of Broadcasters (NAB), the Motion Picture Association of America (MPAA), the Association for Independent Television Stations (INTV) and group owners Malrite Communications and Chris-Craft Industries.

While the opponents are against any relaxation, they realize that some modification is likely, and much of the debate's focus has been on protective safeguards.

The most effective safeguard (and the one least likely to be approved), according to NASA, would permit the networks to have ownership interests in cable systems that are subject to a competing cable system or multichannel video provider. Capital Cities/ABC, in its comments, said of that proposal: "If the commission were to adopt such a rule, a network seeking to acquire cable systems would be limited to only those 50 cable systems

(out of the total of more than 11,000) which directly compete with other cable systems.... As the commission itself has noted, this would present 'only a few initial opportunities for network ownership.' " How about building new systems? ABC said that today it would be "economic suicide."

If that safeguard is rejected, NASA proposes a set of safeguards that includes a local ownership cap of 25% of homes passed; a national ownership cap of 5% of homes passed, and a system of "behavioral constraints including must carry, channel positioning, and bypass protection and, moreover, the commission should apply the cable-telephone ownership attribution standards to prevent against the networks' engaging in any limited partnerships with cable systems over and above the 25% national cap."

Safeguards proposed by INTV include forbidding a network to own a

cable system in a market where it owns a TV station, and if retransmission consent becomes law, a network-owned cable system should be "required to compensate all local stations for cable carriage at a rate on a per-subscriber basis at least as favorable to the stations as that paid by non-network-owned cable systems in the market."

The MPAA declined comment on what specifically it thought were appropriate safeguards. The MPAA's filing also contained a footnote that members Twentieth Century Fox Film Corp. and Warner Bros. Inc. support elimination of the crossownership ban.

In its filing, group owner Malrite Communications said that the networks' need for a second revenue stream should not come through control of local cable systems. "To assert that the networks should be permitted to own cable systems in order to augment their revenues is like saying that AT&T should once again be permitted to be the exclusive supplier of telephones in a market. Although the result would be welcomed by AT&T, it would not necessarily be beneficial to the consumer."

Leading the charge for reform of the crossownership ban for the networks

has been Capital Cities/ABC. By investing in cable systems, ABC said, it will be in a "much better position to risk the two to two-and-one-half billion dollars per year in programming costs that benefit the network affiliate distribution system if we can diversify into businesses like cable ownership that have a more stable cash flow."

While ABC is against safeguards, the network said it would be willing to accept a national subscriber limit of 10% and would not oppose "reasonable" anti-bypass, must-carry and channel positioning requirements. It opposes any caps on local ownership.

NBC's comments about safeguards only say they should be limited to a national cap, must-carry and channel position requirements and a requirement that a network cable owner maintain an affiliation with an over-the-air station in markets in which it owns a system. CBS asked for total repeal with no safeguards.

This may be the first major issue that unites the big three networks with cable. The NCTA, in comments supporting lifting the ban, argues that not only are safeguards against national and local ownership wrong, but so are safeguards calling for must carry and channel positioning. "The must-carry

safeguard would force networks to protect local broadcasters at the expense of new and diverse cable network offerings—the very same protectionist activity that the commission sought to prevent when it initially imposed the network-cable crossownership ban."

With regard to limiting national ownership, NCTA said: "Such an approach runs directly counter to the commission's recent expression of its general opposition to limits on the horizontal growth of cable MSO's in our July 1990 report to Congress on Competition in Cable Television."

In what might come as a surprise, the public interest group Media Access Project came out in favor of eliminating the absolute ban on network ownership of cable systems. But there are strings attached. Besides a national ownership cap of 10% and a prohibition against ownership of systems whose subscribers make up more than 50% of the ADI's households, MAP is calling for retention of the financial interest and syndication rules, the prime time access rules and the 12 station/25% audience cap for TV ownership. If all that is done, the group will "reluctantly endorse restricted network entry into cable system ownership."

## SIKES QUESTIONED ON NEW RADIO LIMITS

*Chairman backs up decision to increase station caps and liberalize duopoly restriction during questioning by Senate Appropriations Subcommittee*

By Randy Sukow

**F**CC Chairman Alfred Sikes defended the commission's decision to deregulate the AM and FM station ownership limits during a Senate Appropriations Subcommittee hearing last Wednesday (March 25).

"Today, 50 firms of radio group owners have 50% of the revenue of 11,000 radio stations as a whole," Sikes said. Change is needed to preserve the viability of the entire industry, he added.

On March 12 the commission voted 4-0 to raise the ownership caps on both AM and FM stations to 30 each (BROADCASTING, March 16). The FCC also rewrote the duopoly rules to give station groups the right to own three to six stations in a market, depending on market size. In markets

with more than 15 stations, a single owner could not own stations reaching more than 25% of the audience. Stations programmed through time-brokered local management agreements (LMA's) would count toward the market penetration total.

Immediately after the commission's decision, Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) promised to introduce a bill reinstating the 12-station ownership caps for both AM and FM, and Energy and Commerce Committee Chairman John Dingell (D-Mich.) asked for the full record on the radio decision. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) was also critical of the plan.

Subcommittee members last week, including Hollings, were more restrained. But the Senate is just as in-

terested in the plan as the House, said Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who also sits on the Appropriations Subcommittee dealing with FCC funding.

Inouye could not say whether he would support attaching a rider to the FCC's appropriation to block the radio deregulation, which is scheduled to take effect Aug. 1. The same record being provided to Dingell will be sent to the Senate. "Before anyone makes a decision, I would like to know what I'm dealing with," he said.

Changes in the advertising environment in most radio markets, said Sikes in testimony to the subcommittee, are a main reason for radio deregulation. In small markets, stores such as Walmart have begun in-house advertising projects that do not include radio. "As

you move into the larger markets, cable began about 10 years ago to expand advertising sales," Sikes said. In all markets, direct mail and telemarketing have cut deeply into radio's share, he said.

"Obviously the most controversial change is [the 25% local cap] in the top markets," Sikes said. In response to a question from subcommittee member Warren Rudman (R-N.H.), Sikes said the FCC has not passed divestiture rules for cases in which a single owner's reach expands beyond 25%. He has, however, instructed the Mass Media Bureau to prepare annual reports to monitor market by market the concentration of station ownership.

Besides the radio proceeding, Sikes also made appeals for full funding for the FCC. The commission is requesting \$153.3 million for 1993, a 21% increase over this year. High priorities include \$8 million for the FCC's eventual move or decision to remain at its current location at higher rent.

Another high priority is modernization of the FCC's computer system, much of which is nearly 20 years old. Modern computers will be needed for the FCC to monitor possible cross-subsidization violations by regional Bell

operating companies, Sikes said.

Unlike last year's budget request, there are no plans to offset some of the commission's costs through user fees charged to FCC licensees. The budget still envisions \$71 million in fees, with all of the money to go directly to the treasury, as proposed in the Economic Growth Act (S. 2217), which is now moving through the Senate Finance Committee. The new anticipated fee schedule was not released last week.

Another item on his wish list, Sikes

said, is authority to begin assigning spectrum through auctioning rather than the current hearing and lottery systems. The Congress is currently considering a limited, experimental plan for auctioning proposed by Senator Ted Stevens (R-Alaska).

"We have just about reached the point of consensus," said Inouye, who supports the Stevens plan. "I'm hoping we can let this trial period go on and give the commission the flexibility [in spectrum assignment] it wants." ■

## QUELLO SEES FIBER IN FREE TV

*Commissioner predicts that by 21st century free TV will be either broadcast or via fiber, DBS will be a competitor, fin-syn rules will be gone and DAB will be a fact*

By Harry A. Jessell

CC Commissioner James Quello remains committed to free and universal television, but not just the over-the-air or broadcast variety.

"[T]he preservation and enhancement of free universal broadcast service, whether over-the-air or by fiber,

will continue to be the mainspring of American mass communications in the 21st century," Quello said in a speech prepared for a Michigan Public Service Commission conference in Dearborn last Thursday.

"[W]hat is offered in terms of broadcast programing, information and education is more important than how it is delivered," said Quello. "In their regulatory deliberations on broadcast and phone services, commissioners should apply the simple principle of trying to provide the best service to the most people at the most reasonable, practical cost."

Quello's championing of free universal TV via fiber is apparently part of his effort to jawbone a deal between the broadcasting and telephone industries. As he sees it, broadcasters would support the telcos' efforts to lower the statutory and regulatory barriers to their offering television services in exchange for preferential treatment by telco-video providers.

Pending at the FCC is the so-called video dialtone proposal that would permit telcos to offer video strictly as common carriers. In the same proceeding, the FCC is considering the wisdom of relaxing or repealing the ban against telcos offering video services or owning cable systems in the same places they provide video services. The prohibitions are contained in FCC rules and, more important, in the Cable Communications Policy Act of 1984.

Should broadcasters move from

## NTIA WANTS \$1.4 MILLION FOR PCS

The National Telecommunications and Information Administration made its case last Tuesday (March 24) for a \$1.4-million appropriation to help develop personal communications services (PCS), the next-generation cellular telephone technology. "It is probably the most promising new technology that is immediately over the horizon," said Thomas J. Sugrue, acting assistant secretary of Commerce in charge of NTIA, at a House Appropriations Subcommittee hearing.

Several cable TV operators currently hold FCC experimental licenses to test the applicability of PCS using current cable infrastructure. NTIA proposes hiring 14 new staffers to assist in technical, regulatory and policy assessment connected with PCS. Most of the new positions would be located at NTIA's research lab, the Institute for Telecommunication Sciences, Boulder, Colo.

NTIA is requesting a total 1993 appropriation of \$21.8 million, a \$3.3-million increase over 1992. Besides funding for current programs, the agency proposed \$1 million to promote development of Integrated Broadband Networks in a program co-sponsored by the National Institute of Standards and Technology; \$197,000 to develop policy on changing telecommunications issues (HDTV, digital audio broadcasting, cable regulation, telco regulation), and \$768,000 to continue building a spectrum-use database to track current and future uses of both private and government frequencies.

The administration proposed no further funding for the Public Telecommunications Facilities Program and the Endowment for Children's Educational Television; however, Congress is widely expected to continue funding both programs.

-RMS

over-the-air to fiber distribution, Quello said, they will by 2002 be "substantially deregulated, subject only to antitrust, EEO and indecency-obscenity civil and criminal statutes."

The 78-year-old Quello offered a number of other predictions for 2002, which, he said, he will judge for accuracy 10 years hence from his "niche in purgatory."

Among the forecasts:

■ The telco-cable crossownership restrictions will be gone. "Phone companies will be competing with cable in providing video and information services, and cable will be competing with phone companies in providing

personal communications, phone and cellular services."

■ "DBS will be a formidable competitor of fiber-optic transmission in delivering national TV and radio programming in the home."

■ The big-three networks will see continued erosion of their viewership, but will continue to be an "important factor."

The financial interest and syndication rules will be completely lifted, allowing networks to syndicate programs, "which will provide another valuable revenue stream."

■ "[T]hanks to congressional insistence," major sporting events such as

the Super Bowl and World Series will continue to be available on TV on a free and universal basis.

■ Digital audio broadcasting—terrestrial and satellite—will emerge, bridging the gap between AM and FM.

■ Newspapers will start to be replaced by in-home facsimiles, and HDTV will be challenged or possibly replaced by 3-D stereophonic TV pictures and virtual-reality phenomena.

And not limiting himself to the world of communications, Quello boldly predicted the winner of the 2000 presidential election: Senator Jay Rockefeller (D-W.Va.) ■

## TIME WARNER FIGHTING CABLE BILL PROVISIONS

*Lobbyists are spreading word on Capitol Hill that rate regulation and program access portions of legislation violate First Amendment; among tools is booklet containing memos from Robert Bork and Harvard's Laurence Tribe*

By Harry A. Jessell

**A**rmed with memos from two constitutional scholars, Time Warner is arguing on Capitol Hill that the rate-regulation and program-access provisions of pending cable legislation run afoul of the First Amendment.

Provisions empowering government to set cable rates and require cable programers to sell their services to non-cable media "are drastic proposals unprecedented in our nation's free speech heritage," Time Warner says in a 119-page booklet containing supporting memos of one-time Supreme Court nominee Robert Bork and Harvard Law professor Laurence Tribe.

Time Warner lobbyist Tim Boggs says he has been distributing the booklets to Washington policymakers, including members of the House who may be called upon this year to vote on a cable bill containing the provisions Time Warner finds suspect. "There's an unstudied set of implications for this legislation that is very important," Boggs says.

The Senate passed a bill (S. 12) in January containing the provisions. And House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) last week introduced a bill with similar ones.

"Price controls of speech [in S. 12] will affect the vigor, content and qual-

ity of that speech; create an impermissible 'chilling effect'; single out cable among all media for discriminatory treatment, and undermine the First Amendment's goal of promoting diversity of information and entertainment," Time Warner says.

Congress cannot force the *Washington Post* to make stories available to

### FIVE MINUTES MORE

Anticipating a temporary waiver of PTAR by the FCC, KRON-TV San Francisco will expand its 10 p.m. news to 35 minutes, beginning Monday, April 20. The news will be followed at 10:35 by *The Tonight Show*.

### NEUHARTH ON TELCOS

*USA Today* founder Al Neuharth expressed his opposition to the stance taken by the American Newspaper Publishers Association against the regional Bell operating companies entering the information services industry. If newspaper publishers do not stop "spitting into the winds of change...rather than harnessing those winds," Neuharth said, "they may unwittingly create a climate of regulation that makes the government, rather than the Baby Bells, their new partners."

the *Washington Times* nor require a VHF TV station to share its hit programs with a rival UHF, Time Warner says. "By the same token, Congress cannot force cable to make its protected speech available to rival speakers against its will," it says. "Since cable does not monopolize sources of news, information and entertainment, competitors can develop their own programming just as cable did at its own risk."

Although Time Warner is targeting only proposed rate-regulation and program-access provisions, Bork and Tribe, in their two-year-old memos, mark as unconstitutional elements of existing cable law as well as other provisions of pending legislation.

Bork, for instance, also challenges the 1984 Cable Act's provision requiring cable operators to lease channels to third parties on a first-come, first-served basis.

And Tribe challenges the must-carry provision, which requires cable operators to retransmit local broadcast signals. "The new and disguised must-carry rules are no more constitutional than their twice-invalidated predecessors," says Tribe, referring to the opinions of the U.S. Court of Appeals twice striking down FCC must-carry rules on First Amendment grounds.

Boggs says Time Warner decided to focus on the "hot button" issues. ■

## PREMIERE RADIO PLANS WIRED NETWORK

*Stock offering proceeds may also bankroll station acquisitions, conversion to digital*

By Peter Viles

**P**remiere Radio Networks plans to use the proceeds of its initial public offering of common stock to establish a wired network, according to documents filed with the Securities and Exchange Commission. To help build its network, Premiere has plans to acquire and manage radio stations, the filing says.

The Hollywood-based company, formed in 1987 and headed by former Los Angeles air personality Stephen Lehman, produces and distributes promotional packages and comedy and music programming aired by more than 1,300 stations.

Premiere announced on March 18 its plans to offer one million shares of common stock for an estimated \$6-\$7 per share, through an underwriting syndicate led by Fahnestock & Co. The offering would amount to 33% of the outstanding common stock and would leave 64.3% of the stock in the hands of the company's eight officers and directors.

The company's SEC filing, which marks the first public disclosure of its financial condition and ownership, shows a company with negligible long-term debt, healthy increases in revenue and income over the past three years, and \$2.2 million in working capital.

As for its future, Premiere said it plans to raise an estimated \$5.57 million through the offering, for the following purposes:

- \$1.25 million to expand programming and enter the wired programming market within the next 24 months, which would put Premiere in direct competition with Westwood One, Unistar Radio Networks and ABC Radio Networks.

- \$2 million to operate radio stations or other radio-related businesses,

through either direct acquisition or contractual management. The company said it plans to focus its efforts on FM's or AM-FM combos in markets 11-50.

- \$750,000 for capital expenditures, including converting its analog studios to digital this year.

In the filing, Premiere reports operating revenues of \$6.62 million in 1989, \$7.24 million in 1990 and \$9.59 million in 1991, a two-year increase of

44%. Premiere's operating income rose from \$733,000 in 1989 to \$982,000 in 1990 and to \$1.42 million in 1991, a two-year increase of 93%.

As for ownership after the common stock offering, Lehman will remain the company's largest shareholder with 913,000 shares, or 30.4%. Executive Vice President Timothy Kelly and Louise Palanker, vice president, creative, will each retain 310,000 shares, or 10.3%. ■

## BOOST IN STATION SALES SEEN

*Revisions of HLT, duopoly rules should spur activity in '92*

By Reed E. Bunzel

**N**ow that both the HLT criteria and duopoly regulations have been tossed out, look for the radio station marketplace to rebound—slowly in the short term, surely in the long term.

*"We've seen increased activity already, for banks and broadcasters, which should result in a significant surge in station trading activity...."*

**Marc Hand**  
vice president, Questcom

Brokers and bankers alike are beginning to see some light—if only one small point of it—at the end of a long and painful tunnel. Spurred on by resolute investors and owners who have come to terms with marketplace realities, several major transactions, including the \$70 million sale of WFAN(AM) New York (BROADCASTING, Dec. 16), have helped jump-start laggard station sales. "Business defi-

nitely has begun to pick up," according to Star Media Senior Vice President Paul Leonard, who said that his company has "as much business on the books at this point in '92 as we did all year in '91, although it's all part of the pygmy theory" that admits a smallish '92 is bigger than an even more minuscule '91. "It's still better than the absolute gridlock we've been seeing," he added.

During that gridlock, which, by most accounts, has lasted for the better part of two years, the industry has experienced a precipitous drop in the number and value of station transactions, spurred on in part by a reluctance on the part of the owner, investor or lender to blink first. Over the last 24 months the prices of most properties have dropped to levels less than or equal to station debt. Owners haven't wanted to cash in their few chips, nor have lenders wished to push owners too far too fast because of confusion over their security interest in the FCC license and because of other internal losses on each institution's balance sheet. All parties were hoping for some "lone ranger" to provide

external relief, in the form of market growth and/or regulatory change. Now, perhaps, this economic and regulatory relief might be surfacing.

"The changes in both the HLT [highly leveraged transaction] criteria and the duopoly rules—however they eventually shake out—definitely will provide welcome relief for station owners," predicted Marc Hand, vice president at Questcom. "We've seen increased activity already, for banks and broadcasters, which should result in a significant surge in station trading activity—although it's difficult to determine just how long it will be before we see significant relief."

Hand said that HLT changes will relieve banks of a perceived obstacle, while the duopoly rule changes will provide short-term relief and "make it much more attractive for a bank to lend to an owner of multiple stations in a single market." The FCC's move to increase total ownership caps to 30-

30 will have much more of a long-term effect, Hand said, because only a handful of companies are even significantly close to the current limit of 12. Those poised to take advantage of the higher limits include Capital Cities/ABC, CBS, Cox, EZ Communications, Infinity, NewCity and Group W.

Elizabeth Ferree, division executive and head of broadcast lending at Bank of Boston, sees little positive effect stemming from revision of HLT criteria, but believes changes in the duopoly rules could have a positive impact on the radio marketplace. "While many banks were using HLT's as an excuse and appear to be pulling out of broadcasting permanently, the duopoly changes should have a favorable impact on radio values," she said. "These changes should help to stabilize prices and maybe even push them up a bit, because demand for these properties by operators looking to buy

a second station in their market who will be able—and willing—to pay more than just the seven to eight times cash flow we are currently seeing."

The caveat through all these changes is that most banks that lost interest in radio still will be slow to come back, rules changes or not. Said Star Media's Leonard: "It's like the guy who has lost his job and has too much debt—when the recession ends he doesn't rush out and buy a new Lexus. He has to clean up his own house first, and right now many lenders are still cleaning house." Once-bitten banks cautiously are re-examining broadcast lending and appear considerably more conservative the second time around, lending at low multiples that still force the seller's hand. The few financial institutions that are continuing to lend are doing so at four to five times trailing cash flow, and rarely are interested in turnaround stations with projected cash flow potential.

The upshot is that "lenders aren't jumping up and down; they're being cautious," Leonard said. "So are the equity guys. Our hope is that both parties will at least nibble on some of the new efficiencies that are being created and then, as they get their own balance sheets fixed up and some of the deadwood out of their portfolios, that they'll start seeing that broadcasting again is becoming more profitable as an industry, and that will entice more folks back to the game."

Some of these folks will be encouraged by duopoly rule changes that could ultimately have the effect of resurrecting the notion of stick values. While many healthy group operators initially would pursue other healthy (or marginal) properties, nonperforming stations currently lumbering along under the conditions of local marketing agreements might be prime takeover targets. While a glut of stations will continue the current buyers market, some LMA operators might exercise purchase options written into the LMA, which Leonard said might suggest that, "in some cases there may be a market for [sticks], at absolute bargain basement prices."

Still, after the initial shakeout is over, "we won't see any real escalation in the interest in sticks," Leonard explained. "Because of the number of stations available, a lot of guys still won't have partners to dance with."



## STAKING A CLAIM ON A SOUND IDEA

Last Friday two researchers from Murray State University in Kentucky demonstrated a replica of a device, originally fashioned more than 100 years ago, which they claim may have produced the first actual wireless radio transmission, beating Guglielmo Marconi by three years and preceding Reginald Fessenden by 10.

In January 1892, Kentucky farmer Nathan B. Stubblefield demonstrated wireless transmission of voice and music from the Murray town square, which was received simultaneously at five listening locations around town, according to the Jan. 12, 1892, edition of the *St. Louis Post-Dispatch*. Using original documents, archival photographs and scientific journals, Murray State assistant professor Robert Lochte and his associate Larry Albert reproduced Stubblefield's transmitter—and demonstrated it last Friday (March 27) during the National Broadcasting Society/Alpha Epsilon Rho annual convention in Washington.

Pictured above are Stubblefield (left foreground) demonstrating his patented wireless receiver to family and friends in 1908. In the center of the picture, toward the back of the orchard, is a pole supporting the 40-foot magnetic induction coil transmitter.

—REB

# Technology

## ACATS RECOMMENDS FLEXIBLE ATV IMPLEMENTATION

*'Special panel' of nonproponent experts will provide a final comparison of advanced TV systems to the blue ribbon committee by Jan. 9, 1993*

By Peter Lambert

**T**he FCC can best optimize the costs and speed the implementation of advanced television (ATV) by accepting ATV frequency applications in staggered fashion, taking large-market stations first, then smaller markets—that according to the Advisory Committee on Advanced Television (ACATS), which last week made a series of recommendations in its fifth interim report to the commission.

The report—including a new ACATS timetable and appointment of a special panel to make a final comparison of system lab test results by Jan. 9, 1993—will enter the ATV docket, providing grist for the FCC's continuing efforts to write ATV implementation policy.

At its next meeting, April 9, the commission could issue a further notice of industry inquiry likely to include some or all of the ACATS recommendations. At that time, the commission may resolve some implementation issues and refine the questions on others.

Said FCC Chairman Alfred Sikes, the commission and ACATS "will be doing parallel work on policy and regulatory issues over the next several weeks," with a focus on defining NTSC-ATV "simulcast" requirements and on plotting out the NTSC-to-ATV transition. "I believe strongly that this is a transitional allotment," he added, an apparent reference to his stated support of setting a certain date by which broadcasters must give up their NTSC channels and begin full-time ATV service.

Calling for adoption of an ATV channel allotment scheme by the time



*Joining ACATS Chairman Richard Wiley (l) for last week's meeting, FCC Chairman Alfred Sikes predicted HDTV will first be delivered to U.S. consumers between mid-1995 and mid-1996*

a technical standard is adopted in mid-to late 1993, ACATS also recommended: the FCC should "eliminate or streamline formalities in the application process"; the FCC should define "construction" as "the ability to emit signals embodying the ATV transmission standard"; the FCC should adopt "a liberal extension-of-time policy" where stations facing special problems can show diligent efforts to implement ATV, and the FCC should consider a "site-specific" allotment procedure that would match ATV assignments with existing NTSC transmitter sites and coverage areas.

Those recommendations matched virtually all arguments forwarded by more than 90 broadcast companies responding to a proposed rulemaking issued last October (BROADCASTING,

Dec. 23, 1991).

ACATS has reached no consensus on issues related to defining how, and how much, broadcasters should be required to duplicate programming on their NTSC and ATV channels. Given a "new" rather than "enhanced" TV service, the FCC could face challenges to its decision to allot channels only to existing TV permittees. However, said William Hassinger, assistant bureau chief of engineering for the Mass Media Bureau, the simulcast issue "is important; it's not something we're going to duck."

As reported in BROADCASTING March 23, ACATS now expects to choose a winner of lab tests in early February 1993 (about four months later than its previous target), using input from the "special panel" charged

with "evaluating test results and developing system recommendations." Voting members of that panel will include ACATS leadership "unaffiliated with a proponent" and other voting experts appointed by ACATS Chairman Richard Wiley, as well as proponent executives in a nonvoting capacity. Chaired by System Standard Working Party Chairman Robert Hopkins, the special panel is to meet Jan. 4-9, 1993.

On chances the FCC can adopt an ATV transmission standard by the standing target date of June 30, 1993, Sikes told BROADCASTING: "I certainly hope we can act in 1993; whether that is by June is a difficult question."

In any case, Sikes said last week, "Sometime between July 1995 and June 1996, I think American consumers will have the chance to buy a receiver and see high-definition television over the airwaves or coaxial cable." He praised the collaborative efforts of ACATS members representing the broadcast, cable and manufacturing industries for making that projection possible.

Saying he was "thrilled" to see the first transmission of a digital HDTV signal over a 6 mhz TV channel provided by General Instrument in Washington last week (see "Top of the Week"), Sikes said he told other proponents "I will happily attend your demonstrations as well."

In respect to the digitization of American TV, he said, "We have come from a stage of something like befuddlement in 1986 to a stage of confidence in 1992."

## SATELLITE CATAPULT

Boston-based Global Access Telecommunications Services (GATS) became owner/broker of GTE/Contel's ASC-I satellite. GATS now controls 23 domestic transponders. GATS President Jack Morse said he expects users of Westar V—including CNN, ESPN, Raycom and major teleports—to migrate to ASC-I (at 128 degrees west) when Westar dies May 1. Combined with its brokerage of 24 international transponders for Columbia Communications, he said, "I think this catapults us up among the world's leading suppliers."

## A NEW GALAXY REACHES HOME

By Peter Lambert

**O**n March 21, Hughes Communications successfully deployed its first next-generation cable satellite, Galaxy V, eight days after a flawless launch aboard General Dynamics's Atlas/Centaur. Many of the nation's top pay and basic cable channels will migrate to the bird in May.

Final placement of Galaxy V on April 1 at 125 degrees west longitude (replacing Westar V, now at 122.5 degrees) will require the move of AT&T's Telstar 303 from 125 to 123 degrees—the beginning of two-degree spacing adopted by the FCC.

Hughes will launch three more satellites this year: in September, the hybrid C-Ku-band Galaxy VII satellite

(replacing SBS-4 at 91 degrees) and C-band Galaxy IR (replacing cable dedicated Galaxy I at 133 degrees). And next December the hybrid Galaxy IV is scheduled to replace Ku SBS-6 and C-band Galaxy VI at 99 degrees, both to become in-orbit spares. GE Americom is also scheduled to launch two next-generation cable birds, Satcom C-3 and C-4, next fall.

Three years ago, a Home Box Office and Turner Broadcasting System co-venture purchased future Hughes transponders to carry HBO, CNN, TNT and other services through the year 2003 (BROADCASTING, Feb. 27, 1989). Subsequently, ESPN, Viacom International, The Disney Channel, A&E, USA Network, CNBC and others joined Galaxy.

-PDL



## 'CHATTER' KEY TO QUANTEL'S NEW EDITING SYSTEMS

**O**n the eve of the National Association of Broadcasters convention, April 12-16 in Las Vegas, Quantel unveiled an editing machine, "Henry," and a digital compositor, "Hal," both of which the company believes represent the first entirely new concepts in editing and digital processing in recent years.

At the core of both products lies a new, random-access disc management technology called "Chatter," which Quantel says allows unprecedented speed in accessing and processing broadcast-quality video.

A complete digital suite, Henry performs "concurrent editing" using a pen interface. Henry will process simultaneously the equivalent of more than 42 conventional layers, or up to six Superlayers, integrating graphics, keying digital effects and correcting color, while also providing custom wipes, stretches, dissolves and full broadcast-quality audio. Anticipating tight spending at NAB, Quantel Executive Chairman Richard Taylor emphasized that the unit sells for \$749,000.

Hal, a compact, random-access, disc-based compositor priced at \$275,000, is designed to handle keying, matting, digital effects, live-overlive, graphics, VTR control and integral full broadcast-quality audio, while adding the new features of multiple live foregrounds. The system requires only the addition of a VTR.

-BS

# NETWORKS STILL TOPS IN TV GROUP OWNERSHIP

*In BROADCASTING's exclusive ranking, ABC remains in first place while CBS overtakes NBC for number-two spot; Tribune moves into fourth place, ahead of HSN and Fox*

By John Gallagher

**C**BS's purchase last year of Midwest Communications, which included TV stations in Minneapolis and Green Bay, Wis., enabled the company to move from three to two, bumping NBC back a slot, on BROADCASTING's exclusive ranking of the top 25 television group owners by the percentage of television homes they reach. Capital Cities/ABC retained its status as the broadcaster with the largest reach.

Tribune Broadcasting also climbed the chart, jumping from number six to four, ahead of Home Shopping Network and Fox, due to the addition of independent WPHL-TV Philadelphia,

which it purchased from Taft Broadcasting. Great American made this year's list, entering at 19, with the purchase of WGHP-TV High Point, N.C., also from Taft.

The sale of stations caused one company to drop several notches on the chart: Gillett Broadcasting sold WMAR-TV Baltimore to Scripps Howard (which moved up a rank to 13) and WOKR-TV Rochester, N.Y., to Hughes Broadcasting Partners, causing Gillett to fall three places, from nine to 12.

Slight changes this year in market populations and rank, not the buying or selling of stations, gave Providence-Journal a net gain of .107% over Paramount Communications,

numbers 20 and 21, respectively. The company had trailed Paramount, number 19 last year, by a mere .049%; Providence Journal edged ahead by .58%.

The expansion of BROADCASTING's list from 20 to 25 added Post-Newsweek, LIN, Gaylord and Multimedia, numbers 22 through 25, all joining Great American as newcomers.

Individual stations are listed by calls, ADI city, channel, affiliation and ADI rank/percentage penetration, according to Arbitron's 1991-92 estimated market and ADI household figures. UHF stations are computed with a 50% reduction in coverage, as per FCC rules. Number in parentheses after group name is last year's rank. ■

## 1. CAPITAL CITIES/ABC (1)

(8 stations/23.83%)

WABC-TV New York □ Ch. 7 □ ABC □ 1/7.35%  
 KABC-TV Los Angeles □ Ch. 7 □ ABC □ 2/5.37%  
 WLS-TV Chicago □ Ch. 7 □ ABC □ 3/3.27%  
 WPVI-TV Philadelphia □ Ch. 6 □ ABC □ 4/2.87%  
 KGO-TV San Francisco □ Ch. 7 □ ABC □ 5/2.41%  
 KTRK-TV Houston □ Ch. 13 □ ABC □ 11/1.58%  
 WTVD-TV Durham (Raleigh-Durham), N.C. □ Ch. 11 □ ABC □ 32.79%  
 KFSN-TV Fresno (Fresno-Visalia), Calif. □ Ch. 30 □ ABC □ 59.24%

Capital Cities/ABC Inc. New York. NYSE. Officers: Thomas S. Murphy, chairman; Daniel B. Burke, president/CEO. Radio holdings: 11 AM and 10 FM. KABC (AM)-KLOS(FM) Los Angeles and KGO(AM) San Francisco; KRYX-AM-FM Lakewood, Colo. (Denver); WMAL(AM)-WRQX(FM) Washington; WKHZ-AM-FM Atlanta; WLS(AM)-WY TZ(FM) Chicago; WJR(AM)-WHYT(FM) Detroit; KQRS-AM-FM Golden Valley, Minn.; WABC(AM)-WPLJ(FM) New York; WPRO-AM-FM Providence, R.I.; WBAP(AM)-KSCS(FM) Fort Worth. Other media: publishes 8 daily and 28 weekly newspapers, and over 30 trade publications. Also: Fairchild Publications, which publishes 21 trade papers and 9 trade magazines.

## 2. CBS (3)

(7 stations/22.12%)

WCBS-TV New York □ Ch. 2 □ CBS □ 1/7.35%



KCBS-TV Los Angeles □ Ch. 2 □ CBS □ 2/5.32%  
 WBBM-TV Chicago □ Ch. 2 □ CBS □ 3/3.27%  
 WCAU-TV Philadelphia □ Ch. 10 □ CBS □ 4/2.87%  
 WCCO-TV Minneapolis (Minneapolis-St. Paul) □ Ch. 4 □ CBS □ 13/1.5%  
 WCIX-TV Miami (Miami-Fort Lauderdale) □ Ch. 6 □ CBS □ 15/1.4%  
 WFRV-TV Green Bay (Green Bay-Appleton) □ Ch. 5 □ CBS □ 67.41%

CBS Broadcast Group, a division of CBS Inc., New York. NYSE. Officer: Laurence Tisch, chairman, president/CEO. Radio holdings: 8 AM, 13 FM. KNX(AM)-KODJ(FM) Los Angeles and

KCBS(AM)-KRQR(FM) San Francisco; WYNF(FM) Tampa, Fla.; WBBM-AM-FM Chicago; WLTT(FM) Bethesda, Md.; WODS(FM) Boston; WWJ(AM)-WJOI(FM) Detroit; WCCO(AM)-WLTE(FM) Minneapolis; KMOX(AM)-KLOU(FM) St. Louis; WCBS-AM-FM New York; WOGL-AM-FM Philadelphia; KTXQ(FM) Fort Worth and KLTR(FM) Houston.

## 3. NBC (2)

(6 stations/20.38%)

WNBC-TV New York □ Ch. 4 □ NBC □ 1/7.35%  
 KNBC-TV Los Angeles □ Ch. 4 □ NBC □ 2/5.32%  
 WMAQ-TV Chicago □ Ch. 5 □ NBC □ 3/3.27%  
 WRC-TV Washington □ Ch. 4 □ NBC □ 7/1.94%  
 WTVJ-TV Miami (Miami-Fort Lauderdale) □ Ch. 4 □ NBC □ 15/1.4%  
 KCNC-TV Denver □ Ch. 4 □ NBC □ 21/1.1%

National Broadcasting Company, New York, a subsidiary of General Electric, NYSE. Officers: John F. Welch, chairman; Robert C. Wright, president/CEO.

## 4. TRIBUNE BROADCASTING (6)

(7 stations/19.59%)

WPIX-TV New York □ Ch. 11 □ Ind. □ 1/7.35%  
 KTLA-TV Los Angeles □ Ch. 5 □ Ind. □ 2/5.32%  
 WGN-TV Chicago □ Ch. 9 □ Ind. □ 3/3.27%  
 WPHL-TV Philadelphia □ Ch. 17 □ Ind. □ 4/1.43%  
 WGNX-TV Atlanta □ Ch. 46 □ Ind. □ 10/1.79%

KWGN-TV Denver □ Ch.2 □ Ind. □ 21/1.1%  
 WGNO(TV) New Orleans □ Ch.26 □ Ind. □ 40/325%  
 \*Pending FCC approval

Tribune Broadcasting Co., Chicago. NYSE. Officer: James Dowdle, president/CEO. Radio holdings: 2 AM and 2 FM. KYMX(AM)-KCTC(FM) Sacramento, Calif.; WGN(AM) Chicago, and WQCD(FM) New York. Tribune Broadcasting owns the *Chicago Tribune*, and has interlocking ownership with 6 daily newspapers.

## 5. HSN COMMUNICATIONS (4) (12 stations/18.665%)

WMSE(TV) Newark (New York), N.J. □ Ch.68 □ Ind. □ 1/3.675%  
 WHSI(TV) Smithtown (New York), N.Y. □ Ch.67 □ Ind. □ 1/3.675%  
 KNSX(TV) Ontario (Los Angeles), Calif. □ Ch.46 □ Ind. □ 2/2.66%  
 WEHS(TV) Aurora (Chicago), Ill. □ Ch.60 □ Ind. □ 3/1.635%  
 WNSP(TV) Vineland (Philadelphia), N.J. □ Ch.65 □ Ind. □ 4/1.435%  
 WHSH(TV) Marlborough (Boston), Mass. □ Ch.66 □ Ind. □ 6/1.16%  
 KNSX(TV) Irving (Dallas-Fort Worth), Tex. □ Ch.49 □ Ind. □ 8/1.96%  
 KHSX(TV) Alvin (Houston), Tex. □ Ch.67 □ Ind. □ 11/1.79%  
 WOHS(TV) Cleveland □ Ch.61 □ Ind. □ 12/1.775%  
 WYNS(TV) Hollywood (Miami-Fort Lauderdale), Fla. □ Ch.69 □ Ind. □ 15/7%  
 WBHS(TV) Tampa (Tampa-St. Petersburg), Fla. □ Ch.50 □ Ind. □ 16/1.675%  
 WWSW(TV) Baltimore □ Ch.24 □ Ind. □ 22/5.25%

HSN Communications Inc., Newark, N.J., is wholly owned by the Home Shopping Network Inc. NYSE. Officer: Roy M. Speer, chairman and CEO.

## 6. FOX (5) (7 stations/18.635%)

WNYW(TV) New York □ Ch.5 □ Fox □ 1/7.35%  
 KTFV(TV) Los Angeles □ Ch.11 □ Fox □ 2/5.32%  
 WFLD(TV) Chicago □ Ch.32 □ Fox □ 3/1.635%  
 WTTG(TV) Washington □ Ch.5 □ Fox □ 7/1.94%  
 KDAF(TV) Dallas (Dallas-Fort Worth) □ Ch.33 □ Fox □ 8/9.6%  
 KRIV(TV) Houston □ Ch.26 □ Fox □ 11/7.9%  
 KSTU(TV) Salt Lake City □ Ch.13 □ Fox □ 42/6.4%

Fox Television Stations Inc., Los Angeles. Officers: Rupert Murdoch, chairman; Greg Nathanson, president.

## 7. CHRIS CRAFT INDUSTRIES (7) (7 stations/10.78%)

KCOP(TV) Los Angeles □ Ch.13 □ Ind. □ 2/5.32%  
 KBHK-TV San Francisco (San Francisco-Oakland-San Jose) □ Ch.44 □ Ind. □ 5/1.205%  
 KMSP-TV Minneapolis (Minneapolis-St. Paul) □ Ch.9 □ Ind. □ 13/1.5%  
 KUTP(TV) Phoenix □ Ch.45 □ Ind. □ 20/5.55%  
 KPTV(TV) Portland, Ore. □ Ch.12 □ Ind. □ 27/9.2%  
 KMOL-TV San Antonio, Tex. □ Ch.4 □ NBC □ 41/6.4%  
 KTVX(TV) Salt Lake City □ Ch.4 □ ABC □ 42/6.4%

Chris Craft Industries Inc., New York. NYSE. Herbert J. Siegel, chairman and president.

## 8. UNIVISION STATION GROUP (8) (9 stations/10.59%)

WXTV(TV) Paterson (New York), N.J. □ Ch.41 □ Uni. □ 1/3.675%  
 KMEX-TV Los Angeles □ Ch.34 □ Uni. □ 2/2.66%  
 KDTV(TV) San Francisco (San Francisco-Oakland-San Jose) □ Ch.14 □ Uni. □ 5/1.205%  
 KUVN(TV) Garland (Dallas-Fort Worth), Tex. □ Ch.23 □ Uni. □ 8/9.6%  
 WLTV(TV) Miami (Miami-Fort Lauderdale) □ Ch.23 □ Uni. □ 15/7%  
 KTWV-TV Phoenix □ Ch.33 □ Uni. □ 20/5.55%  
 KWEX-TV San Antonio, Tex. □ Ch.41 □ Uni. □ 41/3.2%  
 KLUZ-TV Albuquerque, N.M. □ Ch.41 □ Uni. □ 52/2.75%  
 KFTV(TV) Honford (Fresno-Visalia), Calif. □ Ch.21 □ Uni. □ 59/24%  
 Univision Station Group, New York, is part of Univision Holdings Inc. Officers: Joaquin Blaya, president, station group.

## 9. GANNETT BROADCASTING (10) (10 stations/10.305%)

WLVI-TV Cambridge (Boston), Mass. □ Ch.56 □ Ind. □ 6/1.16%  
 WUSA-TV Washington □ Ch.9 □ CBS □ 7/1.94%  
 WXIA-TV Atlanta □ Ch.11 □ NBC □ 10/1.59%  
 KARE(TV) Minneapolis (Minneapolis-St. Paul) □ Ch.11 □ NBC □ 13/1.5%  
 KPNX-TV Mesa (Phoenix), Ariz. □ Ch.12 □ NBC □ 20/1.11%  
 KUSA-TV Denver □ Ch.9 □ ABC □ 21/1.1%  
 KOCO-TV Oklahoma City □ Ch.5 □ ABC □ 44/6.2%  
 WFMV-TV Greensboro (Greensboro-Winston-Salem-High Point), N.C. □ Ch.2 □ CBS □ 48/5.7%  
 WTLV-TV Jacksonville, Fla. □ Ch.12 □ NBC □ 54/5.1%  
 KVUE-TV Austin, Tex. □ Ch.24 □ ABC □ 68/1.205%

Gannett Broadcasting, division of Gannett Co. Inc., Washington, NYSE. Officers: John J. Curley, chairman and CEO. Radio holdings: 7 AM and 8 FM. KIIS-AM-FM Los Angeles and KSDO-AM-FM San Diego: WDAE(AM)-WUSA-FM Tampa, Fla.; WGCI-AM-FM Chicago; KCMO-AM-FM Kansas City and KUSA(AM)-KSD-FM St. Louis, both Missouri; and KOAI(FM) Denton, KKBQ(AM) Houston and KKBQ(FM) Pasadena, all Texas. Gannett also publishes 85 daily newspapers and 1 national daily, *USA Today*.

## 10. GROUP W (11) (5 stations/9.89%)

KYW-TV Philadelphia □ Ch.3 □ NBC □ 4/2.87%  
 KPIX-TV San Francisco (San Francisco-Oakland-San Jose) □ Ch.5 □ CBS □ 5/2.41%  
 WBZ-TV Boston □ Ch.4 □ NBC □ 6/2.32%  
 KDKA-TV Pittsburgh □ Ch.2 □ CBS □ 17/1.24%  
 WJZ-TV Baltimore □ Ch.13 □ ABC □ 22/1.05%

Westinghouse Broadcasting Co. (Group W), wholly owned subsidiary of Westinghouse Electric Co., New York. NYSE. Officers: Burton B. Stanier, chairman and CEO; William Kom, president, Group W Television. Radio holdings: 9 AM and 8 FM. WCPT(AM) Alexandria, Va.; WBZ(AM) Boston; WMAQ(AM) Chicago; WLZZ(FM) Detroit; KILT-AM-FM Houston; KFWB(AM)-KTWV(FM) Los Angeles; WINS (AM) and WNEW-FM New York; KYW(AM) and WMMR(FM) Philadelphia; KDKA(AM) Pittsburgh; KFBK(AM)-KGBY(FM) Sacramento, Calif.; KQXT(FM) San Antonio, Tex., and WCXR-FM Woodbridge, Va. Television producer: Group W Productions. Satellite: Group W Satellite.

## 11. TELEMUNDO GROUP (12) (6 stations/9.35%)

WNJU(TV) Linden (New York), N.J. □ Ch.47 □ Tel. □ 1/3.675%  
 KVEA-TV Corona (Los Angeles), Calif. □ Ch.52 □ Tel. □ 2/2.66%  
 KSTS-TV San Jose (San Francisco-Oakland-San Jose), Calif. □ Ch.48 □ Tel. □ 5/1.205%  
 KTMD-TV Galveston (Houston), Tex. □ Ch.48 □ Tel. □ 11/7.79%  
 WSCV-TV Fort Lauderdale (Miami-Fort Lauderdale), Fla. □ Ch.51 □ Tel. □ 15/7%  
 KVDA-TV San Antonio, Tex. □ Ch.60 □ Tel. □ 42/32%

Telemundo Group Inc., New York. Officers: Saul P. Steinberg, chairman and CEO; Donald M. Travis, president, station group.

## 12. GILLET HOLDINGS (9) (9 stations/9.305%)

WSBK-TV Boston □ Ch.38 □ Ind. □ 6/1.16%  
 WJBK-TV Detroit □ Ch.2 □ CBS □ 9/1.87%  
 WAGA-TV Atlanta □ Ch.5 □ CBS □ 10/1.59%  
 WJW-TV Cleveland □ Ch.8 □ CBS □ 12/1.55%  
 WTWT-TV Tampa (Tampa-St. Petersburg), Fla. □ Ch.13 □ CBS □ 16/1.35%  
 KNSD-TV San Diego □ Ch.39 □ NBC □ 25/4.95%  
 WITI-TV Milwaukee □ Ch.6 □ CBS □ 28/8.83%  
 KSBY-TV San Luis Obispo (Santa Barbara-Santa Maria-San Luis Obispo), Calif. □ Ch.6 □ NBC □ 109/23%  
 KSBW-TV Salinas (Salinas-Monterey), Calif. □ Ch.8 □ NBC □

111/23%

Gillett Holdings Inc., Denver. Officer: George N. Gillett Jr., chairman. Radio holdings: 1 AM, 1 FM. KBIZ(AM)-KTWA(FM) Ottumwa, Iowa.

## 13. SCRIPPS HOWARD (15) (10 stations/8.675%)

WXYZ-TV Detroit □ Ch.7 □ ABC □ 9/1.87%  
 WNEW-TV Cleveland □ Ch.5 □ ABC □ 12/1.55%  
 WFTS-TV Tampa (Tampa-St. Petersburg), Fla. □ Ch.28 □ Fox □ 16/6.75%  
 KNXV-TV Phoenix □ Ch.15 □ Fox □ 20/5.55%  
 WMAR-TV Baltimore □ Ch.2 □ NBC □ 22/1.05%  
 KSHB-TV Kansas City, Mo. □ Ch.41 □ Fox □ 29/4.15%  
 WCPD-TV Cincinnati □ Ch.9 □ CBS □ 30/8.83%  
 WMC-TV Memphis □ Ch.5 □ NBC □ 39/6.5%  
 WPTV-TV West Palm Beach (West Palm Beach-Ft. Pierce-Vero Beach), Fla. □ Ch.5 □ NBC □ 46/6.6%  
 KJRH-TV Tulsa, Ok. □ Ch.2 □ NBC □ 58/4.8%

Scripps Howard Broadcasting Co., owned by E.W. Scripps Co., Cincinnati, NYSE. Officers: Jack R. Howard, chairman; Richard J. Janssen, president and CEO. Radio holdings: 2 AM and 3 FM. WBSB(FM) Baltimore; KUPL-AM-FM Portland, Ore., and WMC-AM-FM Memphis, Tenn. Cable: 9 systems, over 613,000 subscribers. E.W. Scripps also publishes 19 daily newspapers and 6 weekly or twice-weekly newspapers.

## 14. COX ENTERPRISES (13) (7 stations/8.535%)

WSB-TV Atlanta □ Ch.2 □ ABC □ 10/1.59%  
 WSOC-TV Charlotte, N.C. □ Ch.9 □ ABC □ 31/8.1%  
 WHIO-TV Dayton, Ohio □ Ch.7 □ CBS □ 53/5.4%  
 WKBD-TV Detroit □ Ch.50 □ Fox □ 9/1.935%  
 KTVU-TV Oakland (San Francisco-Oakland-San Jose), Calif. □ Ch.2 □ Fox □ 5/2.41%  
 WFTV-TV Orlando (Orlando-Daytona Beach-Melbourne), Fla. □ Ch.9 □ ABC □ 23/1.01%  
 WPXI-TV Pittsburgh □ Ch.11 □ NBC □ 17/1.24%

Cox Enterprises Inc., Atlanta. Officers: James C. Kennedy, chairman and CEO; Nicholas D. Trigony, president, broadcasting division. Radio holdings: 5 AM and 8 FM. WSB-AM-FM Atlanta; WSOC-FM Charlotte, N.C.; WHIO(AM)-WHKO(FM) Dayton, Ohio; WCKG(FM) Elmwood Park (Chicago), Ill.; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WFCL(FM) Miami and WSUN(AM)-WWRM(FM) St. Petersburg, both Florida, and KLRX(FM) Dallas. Cable: 24 systems, 1,688 million subscribers. Newspapers: 17 dailies.

## 15. PINELANDS (15) (1 station/7.35%)

WWOR-TV Secaucus (New York), N.J. □ Ch.9 □ Ind. □ 1/7.35%  
 Pinelands Inc., Secaucus, N.J. NYSE. Lawrence P. Fraiberg, chairman; Michael B. Alexander, president.

## 16. HEARST BROADCASTING (16) (6 stations/6.81%)

WCVB-TV Boston □ Ch.5 □ ABC □ 6/2.32%  
 WTAE-TV Pittsburgh □ Ch.4 □ ABC □ 17/1.24%  
 WBAL-TV Baltimore □ Ch.11 □ CBS □ 22/1.05%  
 WISH-TV Milwaukee □ Ch.12 □ ABC □ 28/8.83%  
 KMBC-TV Kansas City, Mo. □ Ch.9 □ ABC □ 29/8.83%  
 WDTN-TV Dayton, Ohio □ Ch.2 □ ABC □ 51/5.4%

Hearst Broadcasting Group, division of Hearst Corp., New York. Officers: John G. Conomukas, VP, general manager of broadcasting. Radio holdings: 3 AM and 3 FM. WBAL(AM)-WIYY(FM) Baltimore; WISN(AM)-WLTQ(FM) Milwaukee, and WTAE(AM)-WVTV(FM) Pittsburgh. Hearst Corp.

also publishes 12 daily newspapers and 12 magazines.

## 17. A.H. BELO (17) (5 stations/5.78%)

WFAA-TV Dallas (Dallas-Fort Worth) □ Ch.8 □ ABC □ 8/1.92%  
KHOU-TV Houston □ Ch.11 □ CBS □ 11/1.58%  
KXTV-TV Sacramento (Sacramento-Stockton), Calif. □ Ch.10 □ CBS □ 19/1.14%  
WVEC-TV Hampton (Norfolk-Portsmouth-Newport News-Hampton), Va. □ Ch.13 □ ABC □ 38/1.66%  
KOTV-TV Tulsa, Okla. □ Ch.6 □ CBS □ 58/1.48%

A.H. Belo Corp., Dallas. NYSE. Officers: Robert W. Decherd, chairman; James P. Sheehan, president/CEO; Ward L. Huey Jr., president of broadcast division. A.H. Belo publishes 8 daily newspapers.

## 18. DISNEY (18) (1 station/5.32%)

KHJ-TV Los Angeles □ Ch.9 □ Ind. □ 2/5.32%

Walt Disney Co., Los Angeles. NYSE. Officers: Michael Eisner, chairman; Frank Wells, president/CEO.

## 19. GREAT AMERICAN (#) (6 stations/5.24%)

WTSP-TV St. Petersburg (Tampa-St. Petersburg) □ Ch.10 □ ABC □ 16/1.35%  
KTSP-TV Phoenix □ Ch.10 □ CBS □ 20/1.11%  
WDAF-TV Kansas City, Mo. □ Ch.4 □ NBC □ 29/1.83%  
WKRC-TV Cincinnati □ Ch. 12 □ ABC □ 30/1.83%  
WGHP-TV High Point (Greensboro-Winston-Salem-High Point), N.C. □ Ch.8 □ ABC □ 48/1.57%  
WBRC-TV Birmingham, Ala. □ Ch.6 □ ABC □ 50/1.55%

Great American Broadcasting, subsidiary of Great American Communications Co., Cincinnati. NASDAQ. Officers: John P. Zanotti, president. TV group. Radio Holdings: 5 AM and 10 FM. WRIF(FM) Detroit; WKLS(FM) Atlanta; WXTB(FM) Clearwater, Fla.; KBPI(FM) Denver; KEX(AM)-KCRZ(FM) Portland, Ore.; WDAF(AM)-KYYF(FM) Kansas City, Mo.; WLZR-AM-FM Milwaukee; KSEG(FM) Sacramento; WKRC(AM)-WKRQ(FM) Cincinnati; WTVN(AM)-WLVQ(FM) Columbus, Ohio.

## 20. PROVIDENCE JOURNAL (20) (9 stations/4.928%)

KING-TV Seattle (Seattle-Tacoma) □ Ch.5 □ NBC □ 14/1.5%  
KGW-TV Portland, Ore. □ Ch.8 □ NBC □ 27/1.92%  
WCNC-TV Charlotte, N.C. □ Ch.36 □ NBC □ 31/4.05%  
WHAS-TV Louisville, Ky. □ Ch.11 □ CBS □ 45/1.6%  
KGSW-TV Albuquerque, N.M. □ Ch.14 □ Fox □ 52/2.75%  
KHNL-TV Honolulu □ Ch.13 □ Fox 71/3.88%  
KMSB-TV Nogales (Tucson), Ariz. □ Ind. □ Ch.11 □ 78/1.34%  
KREM-TV Spokane, Wash. □ Ch.2 □ CBS □ 80/1.34%  
KTVB-TV Boise, Idaho □ Ch.7 □ NBC □ 142/1.16%

\* According to Nielsen. September 1991. Providence Journal Broadcasting Corp., owned by Providence Journal Co., Providence, R.I. Officers: Jack C. Clifford, VP broadcasting and cable TV. Cable: 27 systems with 790,000 subscribers. News papers: Providence Journal-Bulletin.

## 21. PARAMOUNT (19) (6 stations/4.885%)

WTXF-TV Philadelphia □ Ch.29 □ Fox □ 4/1.435%  
WDCA-TV Washington □ Ch.20 □ Ind. □ 7/1.985%  
KTXA-TV Fort Worth (Dallas-Fort Worth) □ Ch.21 □ Ind. □ 8/1.96%  
KTXH-TV Houston □ Ch.20 □ Ind. □ 11/1.79%  
WLFL-TV Raleigh (Raleigh-Durham), N.C. □ Ch.22 □ Fox □ 32/1.395%

KRRT-TV Kerrville (San Antonio), Tex. □ Ch.35 □ Fox □ 41/3.32%  
Paramount Communications Inc., New York. NYSE. Officer: Martin S. Davis, chairman and CEO. Owns Simon and Schuster and Prentice-Hall book publishers.

## 22. POST-NEWSWEEK (#) (4 stations/4.79%)

WDIV-TV Detroit □ NBC □ 9/1.87%  
WPLG-TV Miami (Miami-Fort Lauderdale) □ ABC □ 15/1.4%  
WFSB-TV Hartford (Hartford-New Haven), Ct. □ CBS □ 24/1.01%  
WJXT-TV Jacksonville, Fla. □ CBS □ 54/1.51%

Post-Newsweek Stations Inc., subsidiary of Washington Post Co., Washington. Officers: G. William Ryan, president. The Washington Post Co. publishes the Washington Post, the Everett (Wash.) Herald, Newsweek magazine, and has one-third interest in the International Herald Tribune in Paris. It owns Post-Newsweek Cable, which operates 53 cable systems.

## 23. LIN BROADCASTING (#) (7 stations/4.69%)

KXAS-TV Fort Worth (Dallas-Fort Worth), Tex. □ Ch.5 □ NBC □ 8/1.92%  
WISH-TV Indianapolis □ Ch.8 □ CBS □ 26/1.93%  
WOTV-TV Grand Rapids, Mich. □ Ch.8 □ NBC □ 37/1.67%  
WAVY-TV Portsmouth (Norfolk-Portsmouth-Newport News-Hampton), Va. □ Ch.10 □ NBC □ 38/1.66%  
KXAN-TV Austin, Tex. □ Ch.36 □ NBC □ 68/1.205%  
WAND-TV Decatur, Ill. □ Ch.17 □ ABC □ 76/1.18%  
WANE-TV Fort Wayne, Ind. □ Ch.15 □ CBS □ 102/1.125%

LIN Broadcasting Corp., Kirkland, Wash. NASDAQ. Officers: Tom Alberg, president. Cellular telephone interests in 96 markets.

## 24. GAYLORD (#) (4 stations/4.625%)

KTYT-TV Fort Worth-Dallas, Tex. □ Ch.11 □ Ind. □ 8/1.92%  
KHTV-TV Houston □ Ch.39 □ Ind. □ 11/1.79%  
KSTW-TV Tacoma-Seattle, Wash. □ Ch.11 □ Ind. □ 14/1.5%  
WYTV-TV Milwaukee □ Ch.18 □ Ind. □ 28/1.415%

Gaylord Broadcasting Co., subsidiary of Oklahoma Publishing Co., Oklahoma City. Officers: Edward L. Gaylord, chairman, James R. Terrell, president. Radio holdings: 2 AM and 1 FM. WKY(AM) Oklahoma City and WSM-AM-FM Nashville. Operates Nashville Network, and owns cable systems in Tennessee and California. Publishes the *Daily Oklahoman* and the *Sunday Oklahoman*.

## 25. MULTIMEDIA (#) (5 stations/4.25%)

WKYC-TV Cleveland □ Ch.3 NBC □ 12/1.55%  
KSDK-TV St. Louis □ Ch.5 □ NBC □ 18/1.21%  
WLWT-TV Cincinnati □ Ch.5 NBC □ 30/1.83%  
WBIR-TV Knoxville □ Ch.10 NBC □ 62/1.46%  
WMAZ-TV Macon, Ga. □ Ch.13 □ CBS □ 120/1.2%

Multimedia Broadcasting Co., St. Louis. NASDAQ. Officers: J. William Grimes, vp/corporate group executive for broadcasting. Radio holdings: 4 AM and 4 FM. WMAZ(AM)-WAYS(FM) Macon, Ga.; KEEL(AM)-KITT(FM) Shreveport, La.; WFBC-AM-FM Greenville and WORD(AM) Spartanburg, both South Carolina; WEZW(FM) Wauwatosa (Milwaukee), Wis. Cable: Over 100 systems. Video production company: Multimedia Entertainment. Publishes 12 daily and 49 nondaily newspapers.

† New to chart

# Broadcasting

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TV/Affiliate       Radio/TV/Cable Service       Library/University/  
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 TV/Independent       Manufacturer of Radio/       Attorney/Gov't/Trade  
 Radio Station       TV/Cable Equipment       Organization  
 Radio Network       Advertising Agency       Other (please describe)  
 Cable TV Operation       Advertiser

2. What best describes your title? (Check one)

President/Owner/CEO       Program Director  
 Vice President       News Director  
 Director/Manager       Chief Engineer/  
 General Manager       Technician  
 General Sales Manager       Other (please describe)  
 Station Manager

# Date Book

■ Indicates new listing or changed item

## THIS WEEK

**March 30**—Women in Cable, Rocky Mountain chapter, luncheon. Speaker: James O. Robbins, president Cox Cable Communications and chairman, National Cable Television Association. Sheraton DTC, Denver. Information: Kathy Teets, (303) 795-8882, or Gail A. Snyder, (303) 694-6789.

**March 30**—Deadline for entries for 1992 *Radio-Television News Directors Foundation* Fellowships. Three fellowships to be awarded. Information: (202) 659-6510.

**March 30**—Deadline for entries for 1992 *Radio-Television News Directors Foundation* undergraduate and graduate scholarships. Nine undergraduate scholarships and one graduate scholarship to be awarded. Information: (202) 659-6510.

**March 30-31**—“Essential Skills in Public Affairs,” training course sponsored by *Community Antenna Television Association*, Wichita, Kan. Information: Brenda Sammons, (703) 691-8875.

**March 31**—Deadline for entries for *National Academy of Television Arts and Sciences*, Washington, D.C., chapter annual student public service announcement competition. Information: Cynthia Ru-

## ERRATA

Box on page 15 of March 23 issue mistakenly implied that **compiler's fee proposed by Trygve Myhren**, president, Providence Journal Co., would eliminate compulsory license for all broadcast signals. Elimination would **apply only to distant signals**, not local signals.

dolph: (301) 568-6716.

**March 31**—*International Radio and Television Society, music division*, seminar, “Music in the '90s.” Variety Arts Theatre, New York. Information: Julie Levin, (212) 867-6650.

**March 31**—“Journalism at Its Best,” seminar sponsored by *Center for Communication*. The Center, New York. Information: (212) 836-3050.

**March 31-June 16**—“Advanced Radio Time Sales,” course sponsored by *UCLA Extension*. Bunche Hall, UCLA, Los Angeles. Information: (310) 825-2012.

**April 1**—“Media Coverage of the Drug Crisis,” forum sponsored by *The Annenberg Washington*

*Program Communications Policy Studies*, North-western University, Willard Office Building, Washington. Information: (202) 393-7100.

**April 1**—“Media Campaign '92,” seminar sponsored by *Center for Communication*. New York University Bobst Library, New York. Information: (212) 836-3050.

**April 1**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Sie, chairman and CEO, ENCORE, Copacabana, New York. Information: (212) 768-7050.

**April 1-3**—NBC-TV affiliates meeting. Universal City, Calif. Information: (212) 664-2929.

**April 1-26**—“TV Treasures: The Best of the Museum of Broadcasting's First Five Years,” exhibit sponsored by *Museum of Broadcast Communications*. Museum, Chicago. Information: Megan Whitfield, (312) 987-1512.

**April 2**—*Art Directors' Club of Philadelphia* program. Speaker: Howard Springer, president, CBS Broadcast Group. Warwick Hotel, New York. Information: (212) 569-3650.

**April 5-8**—*Association of National Advertisers, Inc.* business-to-business marketing communications conference. Bonaventure Resort and Spa, Fort Lauderdale, Fla. Information: (212) 661-5950.

## MAJOR MEETINGS

**April 1-3**—NBC-TV affiliates meeting. Universal City, Calif. (212) 664-2929.

**April 5-7**—*Cabletelevision Advertising Bureau* 11th annual conference. Marriott Marquis, New York. Information: (212) 751-7770.

**April 8-11**—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Naples, Fla. Information: (212) 682-2500.

**April 10-12**—*Television Bureau of Advertising* 37th annual meeting. Las Vegas. Information: (212) 486-1111.

**April 10-13**—*Broadcast Education Association* 37th annual convention Las Vegas Convention Center, Las Vegas. Information: (202) 429-5354.

**April 10-15**—*MIP-TV*, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**April 12-16**—*National Association of Broadcasters* 70th annual convention and HDTV World conference and exposition. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300 and for HDTV World: Rick Dobson, (202) 429-5335. Future convention: Las Vegas, April 19-22, 1993.

**April 22-24**—*Broadcast Cable Financial Management Association* 32nd annual convention. New York Hilton, New York. Information: (708) 296-0200. Future conventions: April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.; and 1994, Town and Country Hotel, San Diego, Calif.

**May 2-6**—*Public Radio* annual conference. Sheraton Hotel, Seattle. Information: (202) 822-2000.

**May 3-6**—*National Cable Television Association* annual convention. Dallas. Information: (202) 775-3669. Future convention: June 6-9, 1993, San Francisco.

**May 27-30**—*American Women in Radio and Television* 41st annual convention. Phoenix. Information: (202) 429-5102.

**May 28-30**—*CBS-TV* affiliates meeting. Waldorf-Astoria, New York. Information: (212) 975-8908.

**June 2-4**—*ABC-TV* affiliates meeting. Century Plaza, Los Angeles. Information: (212) 456-7777.

**June 10-13**—*NAB/Montreux International Radio Symposium and Exhibition*. Montreux, Switzerland. Information: (202) 429-5300.

**June 14-17**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Seattle, Wash. Information: (213) 465-3777. Future convention: June 13-16, 1993, Orlando, Fla.

**June 22-23**—*Fox-TV* affiliates meeting. Los Angeles. Information: (213) 203-3036.

**June 23-26**—*National Association of Broadcasters* board of directors meeting. Washington. (202) 429-5300.

**July 2-7**—*International Broadcasting Convention*. RAI Center, Amsterdam. Information: London—44 (71) 240-1871.

**July 13-16**—*Democratic National Convention*. Madison Square Garden, New York. Information: (202) 863-8000.

**Aug. 6-8**—*Satellite Broadcasting and Communications Association* summer conference. Baltimore, Md. Information: (703) 549-6990.

**Aug. 17-20**—*Republican National Convention*. Astrodome, Houston. Information: (202) 863-8500.

**Aug. 23-26**—*Cable Television Administration and Marketing Society* annual convention. San Francisco Hilton. Information: (703) 549-4200.

**Sept. 9-11**—*Eastern Cable Show* sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

**Sept. 9-12**—*Radio '92 convention*, sponsored by *National Association of Broadcasters*. New Orleans. Information: (202) 429-5300.

**Sept. 23-26**—*Radio-Television News Directors Association* conference and exhibition. San Antonio, Tex. Information: (202) 659-6510.

**Oct. 12-18**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**Oct. 13-14**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 14-17**—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

**Nov. 4-8**—*National Black Media Coalition* annual conference. Hyatt Regency Hotel, Bethesda, Md. Information: (202) 387-8155.

**Nov. 10-13**—*Society of Motion Picture and Television Engineers* 134th technical conference and equipment exhibit. Metro Toronto Convention Centre, Toronto, Ontario. Information: (914) 761-1100.

**Nov. 20-22**—*LPTV* annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera Hotel, Las Vegas. Information: 1 (800) 255-8183.

**Dec. 2-4**—Western Cable show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (415) 428-2225.

**Jan. 26-30, 1993**—*NATPE International* 30th annual convention. San Francisco Convention Center, San Francisco. Information: (213) 282-8801.

**Jan. 28-30, 1993**—*Satellite Broadcasting and Communications Association* winter meeting. Reno, Nev. Information: (703) 549-6990.

**Feb. 5-6, 1993**—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Downtown Chicago Marriott, Chicago. Information: (914) 761-1100.

# Open Mike

## TOO FAR

**EDITOR:** I am an on-the-air broadcaster of 40-plus years who remembers radio and television when a lot of the material being aired today would have cost a station its license. Obviously, as in the case of deregulated banks and S&L's, industries will not police themselves.

From your editorial titled "Good Riddance," I gather you are in favor of further gutting the FCC's authority to enforce some semblance of regulation. I realize that as a publication, BROADCASTING is designed to appeal to and reflect the ideas of the hierarchy of the industry. But give me a break! Your "so far" is too far for me.—*Perry Andrews, Jacksonville, Tex.*

## DEMOGRAPHIC DIFFERENCES

**EDITOR:** "Stations Win Extra Points with Football" featured in your Feb. 3 issue does not really tell anyone whether NFL football works in the ratings. My guess is that NFL football outperformed the station's regular programming for the "times at which it was broadcast" among the "male" audience. BROADCASTING used Monday-Sunday, 6 a.m.-midnight, and persons 12-plus to draw this conclusion. This is like looking at the outside of a car to evaluate gas performance. While BROADCASTING included the caveat that "other demographics and dayparts were not available," this does not make things right. You cannot evaluate the success of a program airing four hours on Sunday or on Monday night by looking at total week audiences among persons 12-plus.

In the future, it may be more appropriate to either obtain the correct information or not carry the story at all. My guess is that if one looks at only football among men, or men 18-54, every station on your list would have shown a substantial increase in audiences for the times NFL games were carried.

Since your comparison featured

summer '91 versus fall '91, ABC compared the persons using radio ratings for these two periods among stations common to both surveys. The fall 1991 survey produced 2.3% less audience in this analysis. In other words, if NFL listening increased, it did so in a survey when listening to other kinds of programming slightly decreased.—*Bill McClenaghan, senior vice president, research & development, ABC Radio Networks, New York.*

**Editor's note:** Indeed, metro shares for specific age/sex demographic cells might better reflect ratings performance of NFL broadcasts, but until Arbitron releases for publication anything else but "adult 12-plus," these will have to suffice. Also, historically, full radio listening levels do drop off from summer levels as verified by McClenaghan. Considering these decreases, the 12-plus gains experienced by 24 of 29 NFL flagship stations must suggest that football broadcasts do produce a "boost"—which is all the article attempted to show. Whether play-by-play coverage "works" in the ratings is, of course subject to definition and interpretation by each radio station or network, whether they broadcast NFL games or not.

## LAND FOR SALE

**EDITOR:** You published a letter in your March 2 issue under the heading "Freeze Foe" from Thomas Desmond of Allen, Tex. The gist of Mr. Allen's comment was that broadcasters should be forced to compete like other businesses and that more competition is better competition. Me smells a former politico in there somewhere, perhaps in a prior life.

The fact is that the government has never allowed us to "compete like other businesses." Restrictions are imposed, there are paper requirements that would make a logger ashamed of himself and our political friends have no shame in reaching into our business inventory and absconding with it through self-serving laws. We are far from a "privately owned business" as the writer asserts, but instead are put through hoops every few years to protect an investment of millions of dollars. How many 7-Eleven's does Mr. Desmond know that are charged with specific "community service" obligations?

The writer offers that the FCC should drop rules that a station must

be monitored at all times while on the air, and he proposes that this savings would do the trick. The fact is that broadcasting today is a difficult business in which to make a profit, and that has to affect our genuine desire to provide community service. There's always someone watching the circus high-wire act from the safety of the ground and pontificating on the ineptness of the performer. Naivete is alive and well.—*Tom Joyner, president, Joyner Advertising Inc., Raleigh, N.C.*

## SIPHON SOAPS INSTEAD

**EDITOR:** There's another facet to the flap over baseball's move to cable or PPV—an interesting phenomenon occurs every October during the National and American League Baseball playoffs: restaurants and bars with TV's, office lunchrooms and coffee shops with TV's tuned to the playoffs become magnets for baseball fans and bystanders who suddenly become baseball fans during the playoffs and "The Series." Walkmans and Watchmans are everywhere, and the sounds and sights of the games during the day are overwhelming and really fun to listen to and watch. "The game" is the thing, and it doesn't necessarily matter who is playing.

And, perhaps ARB or Nielsen will correct me, but most of these people who are being included during rating periods never list the added people who suddenly watch their TV sets. Do bars take accurate count of viewers? And do the restaurants with TV's total the viewers? I doubt it.

The bottom line is: many watch the playoffs and are not counted.

If CBS wants to make additional money during the baseball playoffs, why not go pay per view with the soap operas? Or would Congress react too fast? Let's not siphon any more spots away from the 40% of the U.S. that doesn't have cable.—*Stanley Lichtenstein, mass communications coordinator, Chabot College, Hayward, Calif.*

# Classifieds 7

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Sales manager** needed for established Gospel station. Currently billing 4% of the market with 12% of the ratings. Do you see the same potential we do? Send resume to: Box E-19. EOE.

**Sales or station manager** for small market, AM/FM combo, university town in Southeast. Must be experienced, sales oriented. Send letter/resume to Box E-38. EOE.

**General manager opportunity:** Top rated, under-performing FM in Amarillo looking for a successful GM with a proven track record of profitability. Sales background essential. \$50,000 salary, profit sharing, vacation, medical benefits. Opportunity for cash and sweat equity. Send complete resume, earnings history, recent photo and statement as to why you are the best person for this job to Box E-51. EOE.

**Sales oriented GM** needed for southern Illinois/Carbondale station recently upgraded to 25kw. Prior success essential. Salary, bonus, car, equity possibility. Mail/fax resume: Jim Glassman, Liberty Radio, Box 3335, Peoria, IL 61612. 309-694-2233. EOE F/M.

**General sales manager:** Rare and exciting opportunity for experienced radio sales manager to join Harrisburg, PA's hottest adult radio station, KOOL 94.9. WWKL-FM. We're one of the highest rated oldies stations in America in a very solid economic region. Applicants should be over-achievers with track records of superior success in growing market share, customer-focused selling, demand pricing, recruiting and training. Send letter and resume with income history in confidence to: Dana Harmon, V.P./General Manager, WWKL-FM, 3605 Varian Way, Harrisburg, PA 17110. EOE.

**Sales manager:** Resourceful, resilient, demanding, focused, experienced leader. Call John Barger, KRIQ-FM, San Antonio, TX. 512-340-1234. EOE.

**Mid-size group is looking for general manager candidates.** If you are an overachiever with a successful sales history, strong moral conviction and the ability to lead through example, send your resume and references to Box E-52. EOE.

**Leading Christian radio station** in Jackson, MS (est. 20 years) seeks experienced sales mgr. Salary + commission. Call Mark Everett 601-352-6673. EOE.

**General manager:** If you have the ability to build sales and the financial ability to share operating expenses, become part-owner of an FM in the scenic Northwest. Call John 818-349-4816. EOE.

### HELP WANTED SALES

**SM's and AE's:** Winners only! We are expanding and restructuring sales organization at this rapidly growing Class C AC in the #76 market, McAllen-Brownsville. Top dollar for top producers. Resume, references, track record in first letter to General Manager, 901 E. Pike, Weslaco, TX 78596. EOE.

**Radio sales person:** Classic Rock FM I-95/WIXV Savannah, GA wants creative self starter with experience in radio, EOE. Send resume to Jerry Stevens, GM, PO Box 876, Savannah, GA 31498.

**Midwest account executive:** Historic number one rated AOR WYMG-FM Springfield, IL has an outstanding opportunity for a senior A.E. Our winning candidate will be an aggressive, problem-solving leader with at least 2 years of experience. If you're ready to join fast-growing Saga Communications, work with the best, and be paid the best, mail your resume today to Sales Manager, WYMG, 1030 Durkin, Springfield, IL 62704. EOE.

**Gainesville/Ocala, FL**, 100,000 watt CHR searching for CHR seller who knows agency/direct sell. Established list with guarantee. Need strong follow through, energetic presentation, professional demeanor, desire to move up. New Arbitron market #111. Need 2+ years experience. Fax resume to Jay Joyce, WMMZ, 904-622-1501. Females and minorities encouraged. EOE.

**KRLV Las Vegas** seeks high-octane account executive. Competitive pay, fringes, established list, on-going training, more! Requires radio sales experience, excellent written, verbal, presentation skills, strong references, highly developed sense of urgency. Letter, resume, references to: Kurt Mische, GSM, 1064 E. Sahara Ave., Las Vegas, NV 89104. EOE.

### HELP WANTED TECHNICAL

**Engineering assistant** for aggressively operated AM/FM combo. Must have thorough understanding of analog and digital electronics. Candidate must have previous broadcast experience and must hold or be eligible for FCC license. Candidate must be capable of installing, troubleshooting, and repairing state-of-the-art electronic devices including high power transmitting equipment to a component level. Position requires flexible working schedule and conditions. Send resume to: Ron St. Pierre, General Manager, WPRO AM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO AM/FM is an equal opportunity employer.

**Radio maintenance engineer - KPBS radio:** Equipment technician sought by KPBS-FM, San Diego's public radio station. Responsibilities include the planning, installation, maintenance and skilled repair of broadcast equipment. In addition, the equipment technician will be required to maintain an inventory of repair parts, provide instruction to operators, perform emergency repairs, and assist in remote productions. Qualifications: Minimum of two years skilled experience in the installation, maintenance, repair and operation of radio broadcast equipment. In addition, general knowledge of MS-DOS based computer systems is desirable. Candidate should have understanding of single-point and multi-microphone music recording techniques. Applicant must have highly developed diagnostic skills and a good working knowledge of modern solid-state electronic equipment. Applicant must be able to communicate effectively, demonstrate personal initiative, and be able to work independently. Two years of electronics trade school or related technical arts training strongly preferred. A.S.E.E. or A.S.E.E.T. highly desirable. FCC General Class Radiotelephone or SBE certification preferred. Salary range: \$2426 to \$2915 per month. Excellent benefits package. Apply: Obtain a SDSU employment application along with a supplemental application for Equipment Technician I, KPBS-FM engineering directly from: SDSU Personnel Services, Third Floor-Administration Building, San Diego, CA 92182. Please specify: SDSU announcement #9763. Completed application materials must be received at the SDSU Personnel Services address no later than May 6, 1992. KPBS is an EEO/AA/Title IX employer and we welcome all applications.

**Small medium market midwest combo** seeks experienced chief engineer. Excellent salary for market. Reply to Box E-39. EOE.

**Engineer, Orlando:** Significant experience necessary. Good hands-on repair ability, knowledge of FCC compliance. Remotes, normal studio and transmitter maintenance. Decent equipment that needs attention. Knowledge of current audio trends. Tom Owens, WDIZ, 2180 West SR#434, #2150, Longwood, FL 32779. 407-682-7676. EOE.

### HELP WANTED NEWS

**News director:** Experienced with strong writing, reporting and management skills for a 10-man department in top 60 market, Southwest. Send resumes only to Box E-53. EOE.

### SITUATIONS WANTED MANAGEMENT

**Senior broadcaster** seeks GM or sales management position. All markets and situations considered. Can motivate and train. Available now. 409-833-8740.

**GM/GSM seeking new challenge!** Previous management and sales career spans 25 years. Great track record. Prefer Tennessee & Florida. Available now. Reply to Box E-31.

**General manager:** I sell, write copy, do call in and talk shows, editorials, hire, fire and pay, and watch the bottom line. AM or FM or both — I make a good station great. William E. Powley — 428 Wolfe St., Brunswick, GA 31520 — 912-265-2161.

**\$25,000 reward!** That's what you'd pay a head-hunter to find a GM or GSM with my background, track record and reputation. Save yourself the expense, particularly for West/Southwest top 75 markets. I'll sell my annual base salary in new business—no problem—specialize in local direct sales and staff training. Reply to Box E-41.

**20 year veteran PD** with winning history seeks group PD opportunity. Former 'group' stations increased 11.6-18.4, 7.9-14.3, & start-up at 10.3 resulting in \$1.5 million additional revenue for company in one year! I will make the remainder of the 90's highly profitable for your group, too! 412-487-6984.

**Minority general manager** will invest a lot of time for the right opportunity. PD, MD, sales, and management experience. Desire an equity position, or looking to purchase FM or AM/FM station. Want owner financing. Will relocate. 215-928-4951.

**GM. 25 years**, 10 with last group. Solid background includes managing top 5 to medium markets. Excellent sales, programing, administrative background. Available now. Box E-54.

**Bill James — your next GM.** 15+ years radio management. Can do all! Sales/programing/management. Cost effective. Great track record. 804-232-5197.

**Innovative enthusiastic full charge** general manager . . . with years of experience in major and medium markets as group manager, combo station manager/sales manager, single station manager/sales manager, sales promotion manager, program director, air talent is seeking a new management opportunity with a professional organization in a good quality of life community. I am exceptional at creating value added promotion. I have strong sales and programing skills. I am loyal and stable. I'm looking for a long term employment with realistic challenge and strong growth potential. Reply to Box E-55.

**One of best:** Called "one of the top ten medium/small market broadcasters in the country." Currently top 50-75 market completing 8th successful turnaround or startup, nowhere to #3 12+ six months; station being sold. Turnkey. All formats. Group or right single. Considering all opportunities. Call 214-994-7738.

#### **SITUATIONS WANTED PERSONALITY/TALENT**

**Radio personality:** Over 20 years experience in all areas of radio, looking for am or pm drive. Can also do talk radio. Mad Hatter 319-752-0394.

**Talented talk host:** Experienced, dedicated, informed. Seeking new opportunities. Have been hosting national show w/big name guests. Rick: 1-800-257-6556.

**Format music personality:** Special event programming and conceptual skills (excellent questioner). Multiple format experience ... ISO new creative opportunity. Transferable skills, unlimited possibilities. John, 703-751-1073.

**Award winning air personality,** award winning production director. Very positive, energetic, even-tempered, always friendly, multi-voiced, multi-tracked. Prefer: Atlanta, Dallas, Chicago, Houston, Tampa, Orlando. Time to move up! John 407-688-5700.

#### **SITUATIONS WANTED ANNOUNCERS**

**Two college grads** with on-air experience have a show you can't resist. Topical, witty, listener driven. We can help your station succeed. Call today to find out how the IRS can help your station. 812-235-9657 or 812-237-5115.

#### **SITUATIONS WANTED NEWS**

**Experienced sports talent.** PBP, reporter, producer. 22 years. Well-versed. 305-226-3827.

**Dynamic, employed sports director** ready for market upgrade. Sportscasting, NCAA PBP and management skills are top notch. Profit-minded, friendly, intelligent. 201-447-4177.

**Let me fire up your station.** Experienced sports-caster seeks PBP, sportstalk and anchor position. Knowledgeable, dedicated and humorous. Bill, 201-909-0684.

**Top sportscaster:** 25 year veteran has worked national and major markets. Especially good with P-B-P and talk shows. Wanting to relocate. Lee Burdorf 316-722-1499.

#### **MISCELLANEOUS**

**Affordable voice talent** for your station or production. Intelligent reads, creative voices. Call Peter K. O'Connell for information and demo. Serious inquiries only. 716-836-2308.

#### **TELEVISION**

#### **HELP WANTED MANAGEMENT**

**General manager:** KGNS-TV, NBC affiliate, Laredo, TX, seeking a sales oriented GM. Excellent opportunity for someone who is currently a strong local or general sales manager. Send resume and state present salary to: First Allied Corp., 270 Commerce Dr., Rochester, NY 14623. EOE.

**Traffic manager:** KGGM-TV, a CBS affiliate in the 50th market is looking for a traffic manager with 3-5 years television traffic experience. Experience with the Columbine system, broad computer knowledge, and prior supervisory experience preferred. Send resume and salary requirements to Shirley Roybal, Human Resources Manager, KGGM-TV, 13 Broadcast Plaza, SW, Albuquerque, NM 87104. Fax: 505-842-8483. Lee Enterprises is an equal opportunity employer.

**Promotion manager** needed for "Alabama's News Source" and Montgomery's dominant television station. A solid track record and experience in writing, producing, outside media placement, plus instincts for marketing a station's programming and image effectively are musts to head a well-staffed, well-equipped, state-of-the-art local programming and news operation backed by ownership committed to maintaining the station's position of market leadership. Send resume and track record to Mel Stebbins, VP/GM, WSFA-TV, Box 250251, Montgomery, AL 36125. No phone calls, please. EOE.

**Denver's Fox affiliate,** KDVR-TV, is accepting applications for general sales manager. Candidates should have demonstrable level of sales achievement, and extensive knowledge of local sales development is a must. Send resumes to Vincent Barresi, VP/GM, 501 Wazee, Denver, CO 80204. KDVR-TV is an equal opportunity employer and encourages minority applications.

**Local/regional sales manager:** Good career opportunity with television group owner. Experienced in developing new/existing business, revenue generating sales promotions, staff training and development, achieving sales goals in highly competitive media environment. Vendor/co-op experience a plus. Requires 2-3 years sales management experience in television or related field. College degree preferred. Send resume, references, financial requirements in confidence to Anne Coleman, General Sales Manager, WFIE-TV, PO Box 1414, Evansville, IN 47701. No calls, please. EOE.

**News director** for award winning small market affiliate. Right in the middle of news expansion and ratings growth, our news director gets promoted to a sister station! If you are energetic, innovative and can help us continue our winning ways, send your resume, news philosophy and salary requirements to Art Daube, VP/GM, WTVN-TV, Box 9999, Steubenville, OH 43952. EOE. No phone calls, please.

#### **HELP WANTED SALES**

**Television account executive:** Aggressive, motivated, good sales skills. Emphasis on new/existing business development in competitive media environment. Prefer 2-3 years advertising or direct sales experience. No beginners. Send resume, references in confidence to Anne Coleman, General Sales Manager, WFIE-TV, PO Box 1414, Evansville, IN 47701. No calls, please. EOE.

#### **HELP WANTED MARKETING**

**WBTV marketing group:** Work with Charlotte's leading broadcaster to market the station into the 90's. Qualified candidates must have minimum 2-3 years experience in television marketing; strong writing, editing and production skill. Salary and responsibility based on qualifications and previous experience. No phone calls accepted. Send resume and tape to: Cathy L. Cloud, Jefferson-Pilot Communications, One Julian Price Place, Charlotte, NC 28208. EOE/MFH.

#### **HELP WANTED TECHNICAL**

**Texas Gulf Coast TV** station is seeking qualified chief engineer. Candidate must possess knowledge in all facets of television maintenance and engineering. Administrative and people skills a must. Hands-on and quality driven. Reply to Box E-42. EOE.

**Midwest VHF network** affiliate seeks chief engineer with strong people skills, technical expertise, experience in project management, plus solid understanding of FCC rules and regulations. EOE. Send resume to Box E-43.

**Master control shift supervisor—KPBS-TV:** TV shift supervisor sought for KPBS-TV master control area. Responsible for the technical quality and timely execution of KPBS-TV on-air operations; initiates technical trouble reports and makes emergency repairs; performs video and audio editing; operates a variety of broadcast television equipment and a transmitter in compliance with FCC regulations. Qualifications: Minimum six months of experience in on-air broadcast operations is required. Equivalent to graduation from a four-year college. Knowledge of videotape equipment, production techniques, signal requirements, and FCC rules and regulations is strongly desired. FCC General License and/or SBE certification preferred. Salary range: \$2221-\$2658 per month. Excellent benefit package offered. Apply: Obtain a SDSU employment application along with a supplemental application for Media Production Specialist I, KPBS-TV engineering directly from: SDSU Personnel Services, Third Floor-Administration Building, San Diego, CA 92182. Please specify: SDSU announcement #9762. Completed application materials must be received at the SDSU Personnel Services address no later than May 6, 1992. KPBS is an EEO/AA>Title IX employer and we welcome all applications.

#### **HELP WANTED NEWS**

**Reporter:** Top 80 market station needs self-starting reporter. Must be able to edit. 3 years' experience and extensive live ability required. Send resume and tape to News Director, KOLD-TV, 115 West Drachman Street, Tucson, AZ 85705. No phone calls. EOE.

**KLST-TV, a CBS affiliate** in San Angelo, Texas, has a full-time position available for a live truck engineer/photographer. Associate degree, basic knowledge of microwave path alignment, and general knowledge of television test equipment preferred. Good driving record and video photography skills required. Send resume to: Personnel Director, PO Box 1941, San Angelo, TX 76902. EOE.

**Producer:** Do you have the following traits: Great writer, super news judgment, team player, creative, initiative, two years' experience? If so, this Northeast station wants you! Include resume and salary requirement to Box E-44. EOE.

**Anchor:** Co-anchor has jumped to 32nd market. Need strong successor to compliment male co-anchor. Three years professional news experience including one year as anchor. If you can produce and anchor top rated newscast send resume, non-returnable tape to: News Director, WBKO-TV, Box 13000, Bowling Green, KY 42102. EOE.

**Reporter:** WHIO-TV is looking for an experienced general assignment reporter. This person should have strong live reporting skills, commitment to creating stories viewers understand, a storytelling approach to coverage, and a commitment to living in the community where he/she works. Teamwork is critical to our mission and going the extra mile to make your story the market winner is essential to your success at WHIO-TV. Three years experience in television reporting is preferred. A college degree in communications, journalism, or a related field is preferred but not required. EOE. Send non-returnable resume, writing samples, and audition tape to Mark Casey, News Director, WHIO-TV, 1414 Wilmington Ave., Dayton, OH 45401. No phone calls.

**Producer:** WHIO-TV is looking for an aggressive, experienced line producer. If you're interested in managing a newscast in a competitive environment; if you take direction well; if you're committed to producing your personal best each day, send us your non-returnable tape and resume. We want creative, people-oriented shows. A college degree in communications, journalism or a related field is preferred but not required. EOE. Send non-returnable tape and resume to Mark Casey, News Director, WHIO-TV, 1414 Wilmington Ave., Dayton, OH 45401. No phone calls.

**Reporter:** South Carolina's most aggressive news operation needs motivated, hard-hitting person to complement our Emmy winning staff. Need someone with an edge for hard news who can also turn general assignments. Possible fill-in anchoring. One year experience and/or lots of potential. Send 3/4" non-returnable tape, resume and references to Mac Thompson, News Director, PO Box 879, Charleston, SC 29402. EOE. M/F. Drug test mandatory. No phone calls.

**Photographer/anchor:** Opportunity available for creative individual in a cable news operation. Must have good photography, editing and on camera skills. Must be able to work well under pressure. Send resume and salary requirements to: Personnel Director, Headline News Local Edition, PO Box 1117, Wilson, NC 27894. EOE.

**Asst. news director/assignments:** Experienced journalist with excellent people skills to run assignment desk and develop series/specials. Send resume and news philosophy to Walker Campbell, News Director, KSLA-TV, Box 41812, Shreveport, LA 71134. EOE, M/F.

**News director:** ABC affiliate is looking for news director with strong people, product, production and storytelling skills. Resume and letter with news philosophy to Regina Moon, Director On-Air Product, KTUL-TV, PO Box 8, Tulsa, OK 74101. No phone calls please. EOE/MF.

**News producer:** Top 25 market network affiliate. Excellent writing skills; creative thinking journalist; good people skills; able to juggle live and SNG field reports. Minimum of three years producing experience. Letter, resume and writing samples to Box E-56. EOE.

**General assignment reporter:** With strong live field experience. Excellent writing skills, able to make deadlines, yet deliver in a personable, friendly manner. Minimum of three years experience. Tapes, resume & writing samples to Bob Feldman, News Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. No calls please! EOE.

#### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Krypton Broadcasting Corporation** with stations in Florida and Alabama is seeking managers for our creative services divisions. Proven managers with at least 5 years hands-on experience in the production and promotions fields. Please send resumes to Lynne Carter, KBC Personnel, One Independent Square, Suite 0204, Jacksonville, FL 32202. Phone: 904-642-7835. EOE.

**WTGS-FOX 28** has a position open for manager of its video production department. At least three years prior experience in commercial video production is required. Working knowledge of Grass Valley 200 video switcher and Betacam gear a plus. Extensive studio and remote lighting experience helpful. WTGS-FOX 28 is an equal opportunity employer. Please send resume to: WTGS-TV, PO Box 718, Hardeeville, SC 29927, Attn: Ed Youmans.

**WPHL-TV** is seeking a program manager. Must have a minimum of 5 years of promotion, or program experience. Candidates must have strong interest in movies and sports. Creativity and energy a must. Send resume and salary requirements to: Randall E. Smith, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131. EOE.

**Production tech/director:** Award-winning cable TV system with three live daily shows needs production technician to serve as back-up director on nightly news, as well as technical director, camera operator, editor, floor manager and audio, graphics and video-tape operator. Good opportunity to work with great crew. Send resumes and salary requirements to Human Resources, Cablevision, 28 Cross Street, Norwalk, CT 06851. EOE.

**Northeast TV station** seeks qualified broadcast computer graphics artist. Please send resume and equipment experience to Box E-59. EOE/MF.

**NYC based corporate TV** industry leader seeking versatile satellite/production coordinator for special events division. Coordinate domestic and international satellite transmission/reception/production needs. Travel required. Must have 2-3 years satellite experience, good organizational and interpersonal skills and valid driver's license. Production related background a plus. Send resume and salary requirements to Box E-57. EOE.

**Director:** Weekday newscast & commercials for #1 station in market. Need self-motivated, team leader with strong directing & creative skills. Reply to Box E-58. EOE.

#### SITUATIONS WANTED TECHNICAL

**25 years broadcast engineering.** 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box E-45.

#### SITUATIONS WANTED NEWS

**Outstanding sportscaster** (also knowledgeable newscaster) looking for a good station in which to work. Call Ed. 216-929-0131.

**Dominant news pro** offers proven ability to win in any market. I create & manage news to ultimately produce profit! Reply to Box E-48.

**Meteorologist:** Community oriented, personable, energetic, reliable, dedicated, team player, published author. 10 years local TV and Weather Channel. Looking for commitment to a station and community. Any market. George Elliott 404-432-1092.

**Meteorologist:** Clear conscience. Not stormy. Precipitating solid work. 12 years experience. AMS seal. Stu 817-776-4844.

**Sports director** of nation's top college radio sports dept. seeks reporter, anchor or PBP position, radio or TV. Award winner in professional state, national competitions. On-air TV and PBP exp. Strong writer, producer. Dave, 315-426-9902.

**National award winning reporter/producer** available for freelance work. Magazine format and daily news background. Can travel anywhere in the world. 202-328-0762.

**Talented young man** with 5 yrs radio news experience seeks on-air TV opportunity. Three large market TV internships. Have audio/video tape. Ewing Scholarship winner. Degree. Jim Walker 805-633-0781.

**Meteorologist** with college on-air experience and internship at medium market station. Would consider part-time position. Call Pete 815-397-1104.

#### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**Have five years production experience**, looking to return to television after three years in educational sales. Willing to start anew and will relocate. Adam 310-479-1256.

#### MISCELLANEOUS

**Free promo voices:** Network quality, great rates, overnight turnaround. Top NY male and female v/o's available for your weekly promos, etc. Our clients include Nickelodeon, Lifetime, Travel Channel, plus Indies. Try us free for one week. Call for demo. Ron Knight/Susan Berkley 800-333-8108.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Instructor/assistant professor** full time, tenure-track position in radio-television to teach audio production and other broadcast courses and serve as faculty advisor of student-operated, FM radio station. M.A. required; Ph.D. preferred. New radio facilities. Salary commensurate with qualifications and with additional summer teaching possible. Excellent fringe benefits. Start September 1, 1992. Application review begins April 15, 1992 and will continue until position is filled. Send application letter, resume, transcripts and 3 reference letters to: Dr. Joe Oliver, Search Committee Chairman, Department of Communication, PO Box 13048, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-4001. An affirmative action/equal opportunity employer.

**Texas Tech University School of Mass Communications** seeks an assistant or associate professor, dependent on qualifications, to head the undergraduate advertising and public relations division. The successful candidate will also work with the graduate director in guiding M.A. students. Scholarly research and publishing in refereed journals is expected. Ph.D. in Mass Communications preferred or Master's degree with extensive professional experience. Position available fall 1992. Send cover letter, current vita, names and telephone numbers of at least three references to: Ashton Thornhill, Chair, Search Committee, School of Mass Communications, Texas Tech University, Lubbock, TX 79409-3082. Review of applications begins March 27, 1992 and continues until position is filled. Texas Tech University is an equal opportunity, affirmative action employer. Women and minorities are encouraged to apply.

### HELP WANTED SALES

**CASCOM Syndication** now has over 50 new distributors marketing it's high visual effects libraries, and Ernest "KnowWhatImean Vern", with new products and services being added continually. "The Producers Source" needs entrepreneurs with media and/or production backgrounds and strong sales skills to fill our few remaining territories in Boston, Columbus (OH), Charleston-Huntington, San Diego, Milwaukee, Pittsburgh, Davenport-Rock Island, Las Vegas, Raleigh-Durham, New York, New Orleans, Knoxville-Bristol, Omaha-Des Moines, West-Central Texas and Flint-Grand Rapids. Your own business and high commissions can be yours if you meet the requirements. Fax resume and letter of interest to Lee Michaels at 615-256-7890 or call 615-242-8900. EOE.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 805-962-8000 Ext. R-7833 for current federal list.

**Looking for a position** in radio or television? If I can't find you the position you're looking for, nobody else can! Only \$250.00 for 1 year job search. Free information. Bill Elliott, Consultant/Headhunter, 6709 Ridge Road, Suite 300-B, Port Richey, FL 34668.

### EDUCATIONAL SERVICES

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckert, Eckert Special Productions.

### WANTED TO BUY EQUIPMENT

**Top dollar** for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

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**1983 Ford E-350** microwave truck by Wolf Coach. 42' Will-Burt, 6.5 kw Onan, 1000 watt inverter, more. L.B. Telesystems, 703-818-8666.

## FOR SALE EQUIPMENT

**AM transmitters:** Continental/Harris MW1A 1KW, CCA/MCM 2.5KW, CCA/Harris/RCA 5KW, Harris/CCA 50KW. Transcom 800-441-8454.

**FM transmitters:** RCA 20KW, Collins 10KW, CCA 2.5KW, Collins 1KW. Transcom 800-441-8454.

**AM and FM transmitter**, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**BE-FM30, 1981.** Completely rebuilt, tuned to your frequency, warranty, w/FX-30. Transcom 800-441-8454.

**Broadcast equipment (used):** AM/FM transmitters RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

**Lease-purchase option.** Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

**Limited edition**, original Indian Head test pattern coffee cup. 12 oz. in fine china. Collectors item, or great gift or personal use. \$9.95 + P/H. V/MC. AT&T, 1545 Lee St., Des Plaines, IL 60018. Fax 708-803-8994. Voice mail 708-298-2269.

**50 kw AM transmitters**—(Two) Continental 317C transmitters in good condition! Will be checked on your frequency before shipment! \$65,000.00 each...some spare parts are available! Call 806-372-5130 for specific information! (Transmitters available April 1992.)

**New premium VHS tape** for less than store special. Quantity discounts, V/MC/PO. Quote or price list: AT&T, 1545 Lee St., Des Plaines, IL 60018. Fax 708-803-8994.

## RADIO

### SITUATIONS WANTED MANAGEMENT

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### HELP WANTED PROGRAMMING, PROMOTION & OTHERS

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- Are you known by your peers as a creative thinker?
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If this description fits you, fax your resume to us today! **The Christian Broadcasting Network, Inc. (CBN)** has an immediate opening for a Writer/Producer in its Affiliate Promotion department. Candidates must have proven skills in episodic and generic promotion production. Minimum 2 years experience writing and producing on-air advertising &/or promotion required. We offer great pay and benefits, a super team of co-workers who support each other, and a creative environment.

Fax your resume to: (804) 523-7625. Or contact us by mail at:

**The Christian Broadcasting Network, Inc.**  
Employment Department - Box W  
Virginia Beach, Virginia 23463



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## LABOR RELATIONS

American Federation of Television and Radio Artists (AFL-CIO), has an immediate opening for a labor relations professional in its National News and Broadcast Department. Responsibilities include: Representation of union membership at broadcast stations; negotiation and administration of collective bargaining agreements; grievance processing and dispute resolution; organizing. Individual to be based on the East Coast, with extensive travel required. Individual must have excellent communication skills; extensive knowledge of labor-relations including arbitrations and administrative proceedings; and sensitivity to issues confronting professional workers, preferably in the broadcast industry. Requirements: B.A. or B.S. degree with 5+ years experience in labor relations. J.D. or graduate degree in labor relations or related fields preferred. AFTRA offers salary commensurate with experience.

Send letter of intent, resume and salary requirements to:

**News and Broadcast Department**  
**AFTRA National Office**  
**260 Madison Ave. 7th Floor**  
**New York, NY 10016**  
**NO PHONE CALLS PLEASE**  
AFTRA is an equal opportunity employer

## ALLIED FIELDS

### HELP WANTED MARKETING RESEARCH

Small, well-established consulting firm based in Washington D.C. specializing in satellite communications, business television and videoconferencing seeks a **Senior Research/Marketing Associate**. Applicants must have 2-4 years recent experience in satellite communications, video, broadcasting or telecommunications; excellent writing and organizational skills; proficiency in Macintosh Microsoft Word and Macintosh graphics programs. Responsibilities will include research and market analysis, proposal writing, preparation of marketing and presentation materials, and administrative support. Understanding of business and technology helpful. An excellent opportunity for a skilled, self-motivated individual interested in career development in a rapidly growing field. Please send resume, references and writing sample to: **Box E-60**. **EOE**

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Lincolnshire, Illinois 60069  
Phone: 708 / 634-9258

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**SNOWDEN** **Associates**

MEDIA BROKERS

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**FOR SALE STATIONS CONTINUED**

**SHORT TERM WORKING  
CAPITAL FUNDING**  
MFR Financial Resources, Inc.  
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**Pacific Northwest  
Profitable AM/FM  
\$1.5MM**  
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WIDEST COVERAGE AM  
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REAL ESTATE AND TONS OF EQUIPMENT  
YOU'VE GOT 8 DAYS TO MAKE AN OFFER.  
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SERIOUS INQUIRIES ONLY!  
ASK FOR: DALE GEHMAN

**FLORIDA TV STATION  
FOR SALE**

OWNER RETIRING, NETWORK AFFILIATE IN  
GOOD MARKET, GREAT POTENTIAL, PRICED  
TO MOVE... DIRECT INQUIRIES TO

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**TOP RATED CENTRAL PA FM  
GOOD CASH FLOW  
NICE EQUIPMENT  
AND STUDIOS  
\$975,000**

**Please reply to Box E-62**

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Midwest Class A, stable market  
profitable, good equipment,  
steady economy  
Must sell due to health  
Small safe town, city nearby  
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RESPECTED AND EXPERIENCED  
CROSS-TOWN  
OR OUT-OF-MARKET  
JOHN W. BARGER, BROKER  
512-340-7080**

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High Power FM Radio Station in North Dakota with  
coverage into major state market. Turn key—mint condition.  
Appraised at over \$800,000 including real estate,  
with new studios and equipment and management in  
place. Family illness dictates immediate sale. Equity  
partner with terms possible. Priced to sell at \$575,000  
with high trailing cash flow. Don't miss this one!

Call owner at 1-800-827-2483.

**ARIZONA**

Don't let this FM get away - has C.P. for  
100,000 watts. At present power with trans-  
lators it already covers 240,000. Beautiful val-  
ley- 2.5 million yrly tourists. Needs owner-  
operator liking wide open spaces. \$600,000-  
Terms.

Call Roy Rowan, 818-783-0505.

**IN THE UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF VIRGINIA  
Richmond Division**

STATE STREET BANK AND TRUST COMPANY,  
Plaintiff,

v.  
PACO-JON BROADCASTING CORPORATION,  
Defendant.

Civil Action No. 3:91CV00414

**RECEIVER'S NOTICE OF SALE**

PLEASE TAKE NOTICE that Charles E. Giddens, Receiver of  
Paco-Jon Broadcasting Corporation (the "Receiver"), intends to  
sell all of the assets, tangible and intangible, real, personal or  
mixed, used and/or useful in the operation of radio stations  
WGCV-AM and WPLZ-FM, excluding accounts receivable and  
cash (the "Assets"). Contracts with ASCAP and BMI are the only  
contracts being assumed. The purchaser at the proposed sale is  
to be Sinclair Teleable, Inc. or a wholly-owned subsidiary thereof  
("STI"), and the sale will occur in accordance with the terms of the  
offer of STI (the "Offer"). Counteroffers are hereby being solicited.

The terms and conditions of the Offer are set forth in the Radio  
Station Asset Sales Agreement, a copy of which may be obtained  
by interested purchasers by contacting the Receiver at the address  
shown at the foot of this notice. Under the Offer of STI, the purchase  
price for the Assets is \$1,400,000 (the "Purchase Price").

The Buyer will receive a deed and bill of sale from the Receiver  
pursuant to an Order of the United States District Court for the  
Eastern District of Virginia.

IN ORDER TO BE CONSIDERED, A COUNTEROFFER MUST  
BE FILED WITH THE RECEIVER PURSUANT TO THE PROCE-  
DURE ESTABLISHED BELOW.

All persons interested in bidding for the Assets must submit their  
counteroffers to the Receiver by the date set forth below and must  
appear at the hearing scheduled on the sale. The deadlines estab-  
lished below shall control any further bidding or counteroffers.

The counteroffer procedure established hereby is designed to  
encourage, not discourage, further bids for the Assets, and higher  
offers will be welcomed by the Receiver. Counteroffers accompa-  
nied by a deposit in the amount of ten percent of the offer price  
are welcome, but must be submitted within the scheduled time set  
forth below.

All interested parties are invited to submit counteroffers for the  
purchase of the Assets. Any counteroffer must be submitted in  
writing to the Receiver at the address shown below, before April  
22, 1992 and filed with the Clerk of the District Court at U.S.  
Courthouse, Room 304, 10th and Main Streets, Richmond, Virginia  
23219. To be considered as a qualified counteroffer, the counteroffer  
delivered to the Receiver must be accompanied by a deposit in the amount of ten percent (10%) of the purchase price in  
the form of a certified or bank check payable to Charles E. Giddens,  
Receiver. (Please write the appropriate tax identification number on  
the check.) At the hearing, any qualified counterofferor and the  
original offeror will be requested to file a new written bid. The deposit  
of the successful bidder will be forfeited if the successful bidder fails  
to complete the purchase. All other deposits will be returned.

A hearing on counteroffers to the proposed sale, if any, and the  
authorization for the sale, will be held in the United States District  
Court for the Eastern District of Virginia, Richmond Division, U.S.  
Courthouse, First Floor Courtroom, 10th and Main Streets, Rich-  
mond, Virginia, on May 4, 1992 at 2:00 p.m. If you have submitted  
a counteroffer for the purchase of the Assets, you will be expected  
to be present at such hearing. The hearing may be continued from  
time to time by the Court without further notice.

CHARLES E. GIDDENS  
as Receiver for  
Paco-Jon Broadcasting  
Corporation

FOR INFORMATION CONTACT:  
Charles E. Giddens, Receiver  
c/o Media Venture Partners  
1650 Tysons Boulevard, Suite 790  
McLean, Virginia 22102-3915  
(703) 827-2727

## FOR SALE STATIONS CONTINUED

### UHF TELEVISION NETWORK AFFILIATE

30 years highest billing share #1 Local News-Largest share s/o s/o Top Syndicated shows. Owner retires-\$22Mill cash =10x C.F.

Earl Reilly, Broker,  
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Looking for cash flow? This AM-FM combo is it. First time offered. 100,000 watt FM covers fantastic growth area. Worth price of \$2.8 with terms.

Rowan Media Brokers,  
818-783-0505.

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FINANCIALLY SOUND.  
YOU BE TOO.  
PRINCIPALS ONLY.  
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290 NO. OAK ST., SUITE D  
ORANGE, CA 92667**

### MID-ATLANTIC REGION

Top Rated AM/FM. Powerful AM on low freq.; Cl.B FM. Excellent tech. facilities including land and bldgs. Substantial cash flow history. \$2.5M cash. Reply to Cobblestones, 9825 Laurel St., Fairfax, VA 22032.

### NEW ENGLAND MEDIA, INC.

**THE BERKSHIRES**  
WBBS-FM Great Barrington  
Massachusetts  
Western MA, Eastern NY  
Northwestern CT

102 ROUTE 7, ST. ALBANS, VT 05478  
(P) 802-524-5963 (F) 802-527-1450

### MIDWEST RADIO BUYS

Established Kentucky AM-FM  
\$400,00 annual billings  
Asking \$500,000  
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Sacrifice Sale  
Asking \$400,000  
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Asking \$250,000

Associated Broadcasters  
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(513) 791-5982 - Irv Schwartz

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Priced to Sell  
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flow multiple. Call  
(904) 241-1031 or  
(908) 464-3731.

**TV STATION  
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(Lake Dallas)  
DALLAS/FORT WORTH**  
No Program Obligation  
Price and Terms Negotiable  
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### STATION FOR LEASE

**New York City 67 and 92-KHZ  
sidebands, transmitted from  
Empire State Building,  
immediately available for  
long-term lease.**

**PLEASE CONTACT BOX E-14**

### BUSINESS OPPORTUNITIES

#### OPPORTUNITY KNOCKS

Turn failing stations into  
satellites programmed from your  
station making them profitable.  
Call Dan at Marti for details  
of Plan A, (817) 645-9163  
or see us at NAB Booth 2624.

### ILLINOIS FM RADIO STATIONS

Broadcast experienced individual with cash  
seeking equity position in Northern or Central  
Illinois FM property. Total confidentiality.

**Reply Box E-63**



**American Heart  
Association**

WE'RE FIGHTING FOR  
YOUR LIFE

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

**Payable in advance.** Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.50 per word, \$30 weekly minimum. Situations Wanted: 75¢ per word, \$15 weekly minimum. All other classifications: \$1.50 per word, \$30 weekly minimum.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$130 per inch. Situations Wanted: \$65 per inch. All other classifications: \$150 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

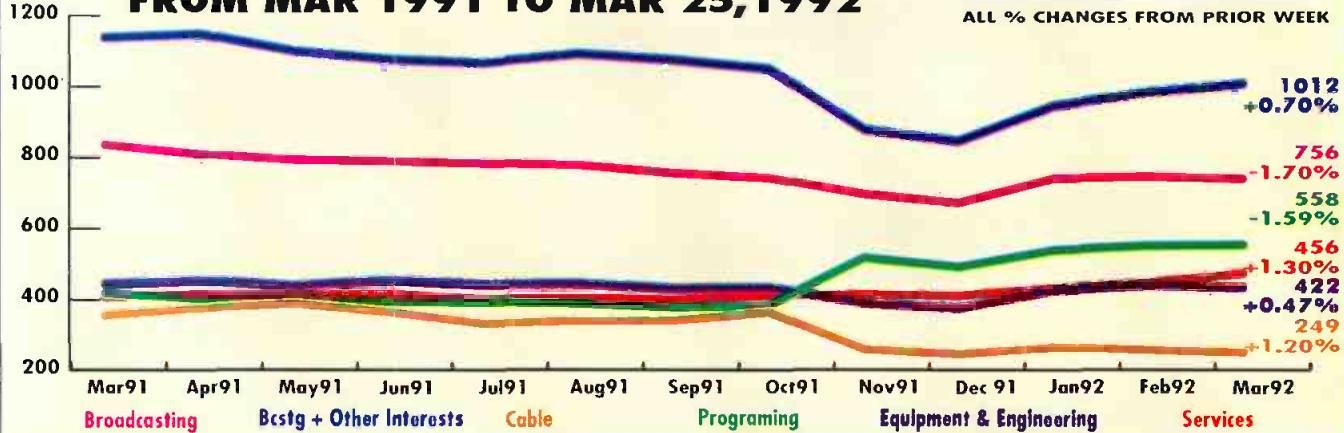
**For subscription information  
call 1-800-323-4345.**

# Broadcasting's By The Numbers

## STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1991 TO MAR 25, 1992

NASDAQ: 619.48 (-0.88%)  
S&P Ind.: 485.28 (-0.44%)

ALL % CHANGES FROM PRIOR WEEK



## TIME SPENT LISTENING IN HOURS & MINUTES BY AGE



Source: Interep Radio Store

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,984	232	5,216
Commercial FM	4,605	1,010	5,615
Educational FM	1,518	320	1,838
<b>Total Radio</b>	<b>11,107</b>	<b>1,562</b>	<b>12,669</b>
Commercial VHF TV	557	15	572
Commercial UHF TV	581	168	749
Educational VHF TV	123	5	128
Educational UHF TV	234	9	243
<b>Total TV</b>	<b>1,495</b>	<b>197</b>	<b>1,692</b>
VHF LPTV	438	154	592
UHF LPTV	772	859	1,631
<b>Total LPTV</b>	<b>1,210</b>	<b>1,013</b>	<b>2,223</b>
FM translators	1,884	358	2,242
VHF translators	2,517	74	2,591
UHF translators	2,316	386	2,702

### CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.

1 Construction permit. 2 Instructional TV fixed service. 3 Studio-transmitter link.

Source: Nielsen, NCTA and Broadcasting's own research.

# For the Record

As compiled by BROADCASTING from March 16 through March 20 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WGTT(AM) Alabaster, AL** (BAL920312EA; 1500 khz; 1 kw-D)—Seeks assignment of license from Fanning Broadcasting Co. Inc. to WGTT Inc. for \$17,500. Seller is headed by Robert R. Fanning, and has no other broadcast interests. Buyer is headed by John Sides Sr., and has no other broadcast interests. Filed March 12.

■ **WABF(AM) Fairhope (Mobile), AL** (BAL920309EB; 1220 khz; 1 kw-D)—Seeks assignment of license from Bee Cee Broadcasting Inc. to Jubilee Broadcasting Co. Inc. for \$350,000. Seller is headed by Robert A. Clark, and has no other broadcast interests. Buyer is headed by John W. Hinds Jr., who is currently announcer at station. Filed March 9.

■ **KNAZ-TV Flagstaff and KMOH-TV Kingman (Phoenix), AZ** (KNAZ-TV: BTCC920305KF; ch. 2; 100 kw-V; 5 kw-A; ant. 1,597 ft.; KMOH-TV: BTCC920305KG; ch. 6; 100 kw-V; ant. 1,920 ft.)—Seeks transfer of control of licensee Grand Canyon Television Co. Inc. for \$98,000. Seller is Alfred Greenfield, receiver; he has no other broadcast interests. Buyers are William A. Franke (51%), Robert Wood Johnson IV (39%), Harold G. Gauthrop (1%) and John P. Michaels. Johnson has 1.5% interest in Insight Communications Co. Ltd., MSO with cable systems in six states. Michaels has 1.5% interest in Insight Communications, and 100% interest in River City Broadcasting, licensee of one FM and five TV's. Filed March 5.

■ **KQEH(FM) Lenwood, CA** (BAPH920305GM; 107.3 mhz; .44 kw; ant. 235 m.)—Seeks assignment of CP from Wendell A. Tyler to Turquoise Broadcasting Inc. for \$32,500. Seller has no other broadcast interests. Buyer is headed by Thomas P. Gammon, media broker. He is shareholder of licensees of KTRR(FM) Loveland, CO; KZKY(FM) Apple Valley and KKIS-AM-FM Pittsburgh-Walnut Creek, both California; KRWR(FM) Carson City, NV, WHMA-AM-FM Anniston, AL, and WBEX(AM)-WKKJ(FM) Chillicothe, OH. Filed March 5.

■ **KCHH(FM) Paradise and KHIP(FM) Hollister, both California** (KCHH: BTCH920220HR; 92.7 mhz; 850 w; ant. 620 ft.; KHIP: BTCH920220HQ; 93.5 mhz; 90 w; ant. 1,519 ft.)—Seeks transfer of control of licensee Media Mark Partners Ltd., which is reorganizing to general partnership. Principal Ricardo Ramirez, formerly limited partner, will become 80% general partner. Licensee has no other broadcast interests. Filed Feb. 20.

■ **KHPY(AM) Yucalpa (Moreno Valley), CA** (BAL920313EA; 1530 khz; 10 kw-D)—Seeks assignment of license from Delbert L. Van Voorhis to KHPY Hispanic Radio Inc. for \$1 million. Seller has no other broadcast interests. Buyer is headed by Ruben O. Chavez Sr. and has no other broadcast interests. Filed March 13.

■ **WPKN(FM) Bridgeport, CT** (BAPLED920303GF; 89.5 mhz; 10 kw; ant.: 550 ft.)—Seeks assignment of CP from University of Bridgeport to WPKN Inc. for \$10; in added consideration, WPKN Inc. will broadcast University of Bridgeport basketball "away" games and will provide facilities for university credit courses and narrowcasts for university course offerings. Seller is headed by

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; ari.—aerial; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recov.—petition for reconsideration; PSA—presumtive service authority; pow.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

university president Edwin G. Eigel, and has no other broadcast interests. Buyer is headed by Stephan A. Allison, and has no other broadcast interests. Filed March 3.

■ **WEVU(TV) Naples, FL** (BALCT920310KG; ch. 26; 5,000 kw-V; ant. 1,206 ft.)—Seeks assignment of license from Caloosa Television Corp. to FCVS Communications; asset purchase agreement will be filed as amendment in near future. Seller is subsidiary of Home News Corp., headed by William W. Boyd, and is parent of licensees of WKPT(AM)-WTFM(FM)-WKPT(TV) Kingsport, WKTP(AM) Jonesborough, KWG(AM)-KSGO(FM) Stockton-Tracy and KTYD(FM) Santa Barbara, both California, WINE(AM)-WRKI(FM) Brookfield, CT, and KAQQ(AM)-KISC(FM) Spokane, WA. It also publishes eight newspapers. Buyer is headed by general partner Walter K. Flynn and backed (72.75%) by VSC Holdings Inc., and is licensee of WACH(TV) Columbia, SC, WKCH-TV Knoxville, TN. Filed March 10.

■ **WEAR-TV Pensacola, FL (Mobile, AL)** (BTCC920305KQ; ch. 3; 100 kw-V; 20 kw-A; ant. 1,220 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, below). Filed March 5.

■ **KAGB(FM) Honolulu** (BAPH920304GO; 99.5 mhz; 100 kw; ant. -386 ft.)—Seeks assignment of CP from Agnew-Sachs Broadcasting to Coral Communications Corp. for \$117,000. Seller is headed by Roger Agnew, and has interests in licensee of KKNB(FM) Crete, NE. Buyer is headed by George A. Vandeman, who recently applied for transfer of control of KHNH(AM) Honolulu ("For the Record," March 23). Filed March 4.

■ **KRXR(AM) Gooding, ID** (BAL920306EA; 1480 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Glacius Merrill to Arlis E. and Maria O. Tranmer for \$32,000. Seller owns 67.5% of licensee of KZZK(AM)-KBXQ-FM Tremonton, UT. Buyers have no other broadcast interests. Filed March 6.

■ **KULY(AM)-KFXX-FM Ulysses-Hugoton, KS** (AM: BAL920305EA; 1420 khz; 1 kw-D, 500 w-N; FM: BALH920305EB; 106.7 mhz; 35 kw; ant. 259 ft.)—Seeks assignment of license from Grant County Broadcasting Inc. to A&B Broadcasting Inc. for \$220,000. Seller is owned by Citizens State Bank, headed by Clark P. Young; it has no other broadcast interests. Buyer is headed by Forestier B. Bequette, and is licensee of KLMR(AM)-KSEC(FM) Lamar, CO. Filed March 5.

■ **WVKY(AM) Louisa, KY** (BAL920309EA; 1270 khz; 1 kw-D, 100 w-PSSA)—Seeks assignment of

license from Lawrence County Broadcasting Corp. to Walter E. May for \$1; most of assets of station have previously been sold; instant application is for right to station license. Seller is headed by David C. Stratton, and is licensee of WFTG(AM)-WWEL(FM) London, KY. Shareholders Herman G. Dotson and Thelmer Colley have interests in WNRG(AM)-WMJD(FM) Grundy, VA. Buyer is headed by Walter E. May, who is 100% stockholder of licensee of WPKE(AM)-WDHR(FM) Pikeville, KY. Filed March 9.

■ **WTHU(AM) Thurmont, MD** (BAL920311EA; 1450 khz; 500 w-D, 400 w-N)—Seeks assignment of license from Western Maryland Radioway Corporation to Charles R. Walmer for \$125,000. Seller is headed by Michael H. Boden and Larry D. Summerville, and is licensee of WCBG(AM)-WGLL(FM) Chambersburg-Mercersburg, PA. Buyer has no other broadcast interests. Filed March 11.

■ **WIIM-TV Iron Mountain, MI (Green Bay-Appleton, Wis.)** (BALCT920309KF; ch. 8; 316 kw-V; 63.2 kw-A; ant. 714 ft.)—Seeks assignment of license from John R. Powley to Danny Hood Evangelistic Association for \$500,000. Seller has no other broadcast interests. Buyer is headed by Danny Hood, and has no other broadcast interests. Filed March 9.

■ **WCJU(AM) Columbia, MS** (BTC920304EC; 1450 khz; 1 kw-U)—Seeks transfer of control of WCJU Inc. for \$80,654 in foreclosure. Transferor is The Broadcasting Co., headed by Marion E. Bullock, et al., and has no other broadcast interests. Transferees are Thomas F. McDaniel and Keith Bridges. McDaniel is 100% owner of licensees of WJDR(FM) Prentiss and WCHJ(AM)-WBKN(FM) Brookhaven, both Mississippi, and WBOX-AM-FM Bogalusa-Varnado, LA. Filed March 4.

■ **WMER(AM) Meridian, MS** (BAL920311EB; 1390 khz; 5 kw-D, 250 w-N)—Seeks assignment of license from Charisma Communications Co. to New Life Outreach Ministries Inc. for \$42,500. Seller is headed by Donald R. Depriest, and is licensee of WXHT(FM) Meridian, MS. Depriest has interests in licensee of WKIR(FM) Columbus, MS, and in licensee of WKOR-AM-FM Starkville and WPMX(AM)-WWZD(FM) Tupelo-New Albany, both Mississippi. Buyer is headed by Ronald D. Jones, trustee, and has no other broadcast interests. Filed March 11.

■ **WSEL-AM-FM Pontotoc, MS** (AM: BAL920224GN; 1440 khz; 890 w-D; FM: BALH920224GO; 96.7 mhz; 3 kw; ant. 299 ft.)—Seeks assignment of license from Tupelo Communications Inc. to Ollie Collins Jr. for \$46,500. Seller is headed by Rod Callahan, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 24.

■ **KCFX(AM) Harrisonville (Kansas City), MO, and WOFX(FM) Fairfield (Cincinnati), OH** (KCFX: BALH920226HU; 100.7 mhz; 100 kw; ant.: 834 ft.; WOFX: BALH920226; 94.9 mhz; 26 kw; ant. 650 ft.)—Seeks assignment of license from KCFX Radio Inc. to Heritage Media Corp. for \$6.57 million ("Changing Hands," March 16). Seller is subsidiary of Hoker Broadcasting, headed by Jay Hoker, and is also licensee of WMLX(AM) Florence, KY (Cincinnati) and WDFX(FM) Detroit, under receivership. Buyer is headed by James M. Hoak Jr. and David N. Walhall, and is reorganizing corporation (see WRTH[AM] St. Louis, below). Filed Feb. 26.

■ **WRTH(AM)-WIL(FM) St. Louis** (AM: BTC920305KV; 1430 khz; 5 kw-U; FM: BTCH920305LC; 92.3 mhz; 98 kw; ant. 909 ft.)—Seeks transfer of control of Wil Music Inc.; licensee is subsidiary of Heritage Media Corp., headed by James M. Hoak Jr., who is relinquishing de jure

control through public offering of 4.5 million shares of class A common stock, decreasing his voting stock interest from 59.04% to 10.35%. Hoak will retain de facto control of company. Transfer includes subsidiary stations WIL(FM) St. Louis; WBBF(AM)-WBEE(FM) Rochester, NY; KKSN-AM-FM Vancouver, WA-Portland, OR; KULL(AM)-KRPM(FM) Seattle-Tacoma, WA; WEMP(AM)-WMYX(FM) Milwaukee; WEAR(TV) Pensacola, FL; WPTZ(TV) North Pole, NY; KOKH(TV) Oklahoma City; KEVN(TV) Rapid City, SD; KIVV(TV) Lead, SD; KDLT(TV) Mitchell, SD; WNNE(TV) Hartford, VT; WCHS(TV) Charleston, WV (see individual stations, below). Filed March 5.

■ **KLDZ(FM) Lincoln, NE** (BALH920228HV; 95.1 mhz; 50 kw; ant. 287 ft.)—Seeks assignment of license from Kempff Communications Inc. to Radio One Lincoln Inc. for \$765,000 ("Changing Hands," March 16). Seller is headed by William Rice, receiver, and is also receiver for KWZD(FM) Hamlin (Abilene), TX, and WKKI(FM) Celina, OH. Buyer is headed by Raymond A. Lamb, and is 100% owner of licensees of KTTT(AM)-KWMG(FM) Columbus, NE; KQAD(AM)-KLOL(FM) Luverne, MN; KBRK-AM-FM Brookings and KJU(AM)-KGTR(FM) Huron, both South Dakota. Filed Feb. 28.

■ **WYNQ(FM) Avon, NY** (BAPH920309GS; 93.3 mhz; 1.7 kw; ant. 403 ft.)—Seeks assignment of CP from Karen S. Klehmer to Radio Livingston Ltd. for no consideration; shareholder Klehmer is contributing CP to assignee as part of capital contribution. Licensee has no other broadcast interests. Filed March 9.

■ **WPTZ(TV) North Pole (Plattsburgh), NY** (BTCCT920305KN; ch. 5; 25.1 kw-V; 4.3 kw-A; ant. 1,990 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **WBBF(AM)-WBEE(FM) Rochester, NY** (AM: BTC920305KX; 950 khz; 1 kw-U; FM: BTCH920305; 92.5 mhz; 50 kw; ant. 500 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **WKJA(FM) Belhaven, NC** (BALH920309GT; 92.1 mhz with 3 kw and antenna 282 ft.)—Seeks assignment of license from Spirit Broadcasting Inc. to Winfas of Belhaven Inc. for \$594,000, assumption of debt. Station was purchased in 1991 from Belhaven Christian Radio, headed by L.E. Willis Sr., for \$655,000 ("For the Record," July 15, 1991). Seller is headed by Ernestine Willis Cuffee, daughter of L.E. Willis Sr., who is licensee of 5 AM's and 11 FM's. Buyer is headed by Roger R. Ingram, and is licensee WKOO(FM) Jacksonville, NC, and WYYD(FM) Amherst, VA. Filed March 9.

■ **WWIL(AM) Wilmington, NC** (BALH920305EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Foursome Communications Inc. to Word of Faith of Jacksonville Inc. for \$187,000. Seller is headed by Luther H. Jordan Jr., and has no other broadcast interests. Buyer is headed by James R. Osborne, and is licensee of WWOI(AM) Camp Lejeune, NC. Filed March 5.

■ **KOKH-TV Oklahoma City** (BTCCT920305KH; ch. 25; 1,410 kw-V; 141 kw-A; ant. 1,540 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **KIVV-TV Lead, SD** (BTCCT920305KU; ch. 5; 100 kw-V; 10 kw-A; ant. 1,851 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **KDLT(TV) Mitchell, SD** (BTCCT920305KO; ch. 5; 100 kw-V; 10 kw-A; ant. 1,510 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **KEVN-TV Rapid City, SD** (BTCCT920305KT; ch. 7; 262.7 kw-V; 26.3 kw-A; ant. 672 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **KPLO-FM Reliance, SD** (BALH920302GG; 94.5

mhz; 95 kw; ant. 1,000 ft.)—Seeks assignment of license from Midcontinent Radio of South Dakota Inc. to MAS Communications Inc. for \$250,000. Seller is also licensee of KELO-AM-FM Sioux Falls and KDLO(FM) Watertown, both South Dakota, and is subsidiary of Midcontinent Media, headed by Joseph H. Floyd, and has interests in licensees of KELO(TV) Sioux Falls, KDLO(TV) Florence, KPLO(TV) Reliance and KCLO(TV) Rapid City, all South Dakota; WTSO(AM)-WZEE(FM) Madison, WI; KFHF(AM)-KXLK(FM) Wichita-Haysville, KS, and WDGY(AM)-KDWF(FM) St. Paul-Richfield, MN. Buyer is headed by Mark A. Swendson, and has no other broadcast interests. Filed March 9.

■ **WNNT(AM) Tazewell, TN** (BTC920313EB; 1250 khz; 580 w-D)—Seeks transfer of control of licensee Claiborne Broadcasting Co.; Charles E. Shoffner agrees to assume remaining affiliation agreement with UniStar CNN News Service, payable in monthly installments of \$110 to last day of month of January 1995. Seller is headed by Floyd Turner and Hubert Turner, and has no other broadcast interests. Buyer, Shoffner, has no other broadcast interests. Filed March 13.

■ **KTSW(FM) New Braunfels, TX** (BA-PED920304GE; 89.9 mhz; 7 kw; ant. 91 m.)—Seeks assignment of CP from Southwest Broadcasting of New Braunfels Inc. to Southwest Texas State University for \$150,000. Seller is headed by Tim Walker, and has no other broadcast interests. Buyer is headed by Daniel N. Matheson III. Board of Regents for Southwest Texas State University also governs Sam Houston State University, licensee of noncommercial KSHU(FM) Huntsville, TX. Filed March 4.

■ **WNNE-TV Hartford, VT** (BTCCT920305KK; ch. 31; 2240 kw-V; 2.24 kw-A; ant. 2,220 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **WGCV(AM)-WPLZ-FM Petersburg (Richmond), VA** (AM: BAL920306GP; 1240 khz; 1 kw-U; FM: BALH920306GQ; 99.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Paco-Jon Broadcasting Corp. to Sinclair Telecable Inc. for \$1.4 million. Seller is headed by Charles Giddens, receiver, and has no other broadcast interests. Buyer is headed by John L. Sinclair, who has 100% interest in AAA Cable-TV Inc., owner of cable systems in Arkansas. Sinclair Telecable Inc. is licensee of WNIS(AM) Norfolk and WCDX(FM) Mechanicsville, both Virginia, and KINE(FM) Honolulu. Filed March 6.

■ **WCRR-AM-FM Rural Retreat, VA** (AM: BTC920305EE; 660 khz; 550 w-D; FM: BTCH920305EF; 103.1 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control of Highland Broadcasting Inc. for \$125,000. Sellers are Ernest Wilson and Ruth F. Wilson, and have no other broadcast interests. Buyer is Ora R. Smallwood, and has no other broadcast interests. Filed March 5.

■ **KULL(AM)-KRPM(FM) Seattle-Tacoma, WA** (AM: BTC920305KI; 770 khz; 1 kw-U; FM: BTCH920305KJ; 106.1 mhz; 55 kw; ant. 699 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **KKSN-AM-FM Vancouver, WA-Portland, OR** (AM: BTC920305LA; 910 khz; 5 kw-U; FM: BTCH920305LB; 97.1 mhz; 100 kw; ant. 1,266 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **WCHS-TV Charleston, WV** (BTCCT920305KS; ch. 8; 158 kw-V; 19.9 kw-A; ant. 1,240 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

■ **WEMP(AM)-WMYX(FM) Milwaukee** (AM: BTC920305KY; 1250 khz; 5 kw-U; FM: BTCH920305KZ; 99.1 mhz; 50 kw; ant. 450 ft.)—Seeks transfer of control of parent company Heritage Media Corp. (see WRTH[AM]-WIL[FM] St. Louis, above). Filed March 5.

## Actions

■ **WACQ-AM-FM Tallahassee, AL** (AM: BA-L91105EA; 1130 khz; 1 kw-D; FM: BA-PH91105EB; 99.9 mhz; 850 w; ant. 607 ft.)—Granted assignment of license (AM) and CP (FM) from Double H Broadcasting Inc. to Tiger Broadcasting Co. Inc. for \$50,000. Seller is headed by Fred Randall Hughey, and has no other broadcast interests. Buyer is headed by Terrell W. Daughtrey, and has no other broadcast interests. Action March 9.

■ **WTIF(AM)-WJYF(FM) Tifton-Nashville, GA** (AM: BAL920107HF; 1340 khz; 1 kw-U; FM: BALH920107HG; 95.3 mhz; 1.2 kw; ant. 500 ft.)—Granted assignment of license from Tift Area Radio Inc. to Tifton Radio Partnership for \$600,000. Seller is headed by David G. Handy, and has no other broadcast interests. Buyer is owned equally by general partners Ronald D. Griffin, Ronald A. Yontz and Robert L. Yontz, who also have interests in WGIG(AM) Brunswick, GA. Ronald Yontz owns WBLY(AM) Springfield, OH. Action March 5.

■ **WJEM(AM) Valdosta, GA** (BAL920127EB; 1150 khz; 5 kw-D)—Granted assignment of license from Lowndes County Broadcasting Co. to WJEM Inc. for \$401,382 in assumption of existing debt. Seller is headed by H. Vernon Arnold, and has no other broadcast interests. Buyer is headed by J. C. Johnson, and has no other broadcast interests. Action March 9.

■ **WYRQ(FM) Little Falls, MN** (BTCH920121HN; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted transfer of control within Schiel Broadcasting Inc. for \$110,000. Seller is Rita Schiel, and has no other broadcast interests. Buyer is headed by Jack Hansen, and has no other broadcast interests. Action March 5.

■ **KEFM(FM) Omaha** (BTCH920122HU; 96.1 mhz; 100 kw; ant. 1,458 ft.)—Granted transfer of control from Webster Communications Co., estate of William B. Webster, to John W. Webster and William B. Webster Trust, for no cash consideration. John W. Webster and First National Bank of Omaha hold license of KEFM in their capacity as personal co-representatives of estate of William B. Webster, deceased single majority shareholder of Webster Communications Co. Action March 9.

■ **WHVW(AM) Hyde Park, NY** (BAL920124EC; 950 khz; 500 w-D; 57 w-N)—Granted assignment of license from Mid-Hudson Broadcasting Inc. to Joseph-Paul Ferraro for \$350,000. Seller is headed by Donald P. Adams and Ralph R. Adams, who have application pending for new FM at Poughkeepsie, NY. Buyer owns FM translator at Houlton, ME. Action March 10.

■ **WVKZ-AM-FM Schenectady-Clifton Park, NY** (AM: BTC920116GN; 1240 khz; 1 kw-U; FM: BTCH920116GO; 96.7 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control of licensee WV Broadcasting Inc. from James D. Walsh to KSK Inc. in default of \$490,000 purchase agreement by Walsh to purchase KSK's interest in licensee. Principals have no other broadcast interests. Action March 5.

■ **KDGE(FM) Gainesville (Dallas), TX** (BALH911211HL; 94.5 mhz; 100 kw; ant. 1,935 ft.)—Granted assignment of license from Allison Broadcast Group Inc. to Celebrity Radio Corp.; assignment is actually stock sale within licensee, as asset purchase agreement will be filed as amendment in near future. Merger with Founders Media Group in September for \$8.3 million fell through. Licensee is headed by Steve Allison, and has no other interests. Buyers are Larry I. Pollock and Ronald E. Weinberg. Pollock owns 33% of voting stock of Independent Group Inc., which has interests in WMRM(AM)-WDOK(FM) Cleveland. Action March 9.

■ **KIIZ(FM) Killean, TX** (BAPH920115GP; 1050 khz; 250 w-D)—Granted assignment of CP from Tricom Broadcasting Inc. to Julia D. Conner for \$165,000. Seller is also licensee KEEE(AM)-KJCS(FM) Nacogdoches and KISX(FM) Whitehouse, both Texas, and has application for new FM at Pleasant Hope, MO. Buyer owns 9.5% interest licensee of KLFX(FM) Harker Heights, TX. Action March 5.

## NEW STATIONS

### Applications

■ **Chinle, AZ (BPED920309MG)**—Chinle Unified Schools District #24 seeks 90.5 mhz; .1 kw; ant. 500 m. Address: Box 587, Chinle, AZ 86503. Applicant is headed by Jim Claw, and has no other broadcast interests. Filed March 9.

■ **Mojave, CA (BPED920305ME)**—Santa Monica Community College District seeks 88.7 mhz; 29 kw; ant. 195 m. Address: 1900 Pico Blvd., Santa Monica, CA 90405. Applicant is headed by John C. Huntley, and has no other broadcast interests. Filed March 5.

■ **Redding, CA (BPED920306MA)**—The University Foundation, California State University Chico, seeks 90.9 mhz; .6 kw; ant. 1,083 m. Applicant is headed by Craig DeLuz, and is licensee of KCHO(FM) Chico, CA. Filed March 6.

■ **Vail, CO (BPED920304MG)**—Public Broadcasting of Colorado Inc. seeks 90.1 mhz; 1.5 kw; ant. 47 m. Address: 2249 S. Josephine St., Denver, CO 80210. Applicant is headed by Frederic Bender, and is licensee of noncommercial educational KCFR(FM) Denver and KPRN(FM) Grand Junction, both Colorado. Filed March 4.

■ **New Sharon, CT (BPH920305MH)**—Crown Broadcasting Co. seeks 99.9 mhz; 25 kw; ant. 90.4 m. Address: 612 Franklin St., Pella, IA 50219. Applicant is headed by Rick Terpstra, and has no other broadcast interests. Filed March 5.

■ **Key West, FL (BPED920305MT)**—Key West Public Radio Inc. seeks 98.1 mhz; 6.1 kw; ant. 62 m. Address: P.O. Box 2252, Boca Raton, FL 33486. Applicant is headed by Brian E. Brightly, who is officer and director of permittees of non-commercial educational TV's WPPB(TV) Boca Raton, WIEB(TV) Leesburg, and WKEB(TV) Islamorada, all Florida. Filed March 5.

■ **Lafayette, GA (BPH920304MH)**—Radix Broadcasting Inc. seeks 107.5 mhz; 3 kw; ant. 91 m. Address: P.O. Box 746, Lafayette, GA 30728. Applicant is headed by Lynn S. Gwyn, and is licensee of WQCH(AM) Lafayette, GA. Lynn S. and Charles Rich Gwyn jointly own 20 limited partnership units of Jones Intercable Inc. et al., d/b/a Cable TV Fund 12A Ltd. which owns cable systems in Fort Myers, FL, and suburban Chicago, IL. Filed March 4.

■ **Agana, GU (BPED920228MJ)**—Guam Educational Radio Foundation seeks 89.3 mhz; 2.8 kw; ant. 148 m. Address: UOG Station, Mangilao, GU 96923. Applicant is headed by George J. Boughton, and has no other broadcast interests. Filed Feb. 28.

■ **Hilo, HI (BPED920306MB)**—Big Island Public Radio seeks 88.7 mhz; 6 kw; ant. .74 m. Address: P.O. Box 1022, Mt. View, HI 96771. Applicant is headed by Rankin A. Curtis Jr. and has no other broadcast interests. Filed March 6.

■ **Albia, IA (BPH920305MG)**—H & H Broadcasting Corp. seeks 96.7 mhz; 25 kw; ant. 100 m. Address: 201 South Main St., Albia, IA 52531. Applicant is headed by John R. Hallstrom, and is licensee of KLBA(AM) Albia, IA. Filed March 5.

■ **New Sharon, IA (BPH920303MF)**—Don J. DeBoef seeks 99.9 mhz; 3 kw; ant. 100 m. Address: 812 S. 5th St., Oskaloosa, IA 52577. Applicant has no other broadcast interests. Filed March 3.

■ **Belle Plaine, KS (BPH920304MA)**—Belle Plaine Broadcasters Inc. seeks 92.7 mhz; 4.6 kw; ant. 230 m. Address: 331 Point Lookout, Hot Springs, AR 71913. Applicant is headed by Gary L. Violet, who is permittee of new FM at Clearwater, KS. Filed March 4.

■ **Perham, MN (BPH920313MC)**—Lake Country Broadcasting Co. seeks 99.5 mhz; 3.9 kw; ant. 121 m. Address: P.O. Box 4, Perham, MN 56573. Applicant is headed by John A. Brush, and has no other broadcast interests. Filed March 13.

■ **Cuba, MO (BPED920303MA)**—Missouri River Christian Broadcasting Inc. seeks 91.9 mhz; 29 kw; ant. 93.2 m. Address: P.O. Box 87, Washington,

MO 63090. Applicant is headed by J. C. Goggan, and is licensee of KGNN(AM)-KGNV-FM Cuba-Washington, MO. Filed March 3.

■ **Rock Springs, NY (BPED920304MF)**—University of Wyoming seeks 90.5 mhz; 100 kw; ant. 363 m. Address: P.O. Box 3434, Laramie, WY 82071. Applicant is headed by Bryan E. Sharratt, and is licensee of non-commercial KUWR(FM) Laramie, and KATI(AM) Casper, both Wyoming, and is permittee of translator station K208AC Ethete, Lander, WY. Filed March 4.

■ **Portsmouth, OH (BPED920305MI)**—Ohio State University seeks 91.5 mhz; .11 kw; ant. 368 m. Address: 2400 Olentangy River Rd., Columbus, OH 43210. Applicant is headed by Hamilton J. Teaford, and is licensee of non-commercial stations WOSU-AM-FM-TV Columbus, WPBO(TV) Portsmouth and WOSV(FM) Mansfield, all Ohio. Filed March 5.

■ **Clarendon, PA (BPH920306MA)**—Cary H. and Betty F. Simpson seek 106.9 mhz; 4.7 kw; ant. 113 m. Address: P.O. Box 247, Tyrone, PA 16686. Applicants have interests in licensees of WKBI-AM-FM St. Marys, WTRN-AM-FM Tyrone, WBLF(AM) Bellefonte, WFRM-AM-FM Coalport, WNBI-AM-FM Wellsboro, WQRM(FM) Smethport, and permittee of booster station WKBI(FM) Ridgeway, all Pennsylvania. Filed March 6.

■ **Crystal Beach, TX (BPH920305MF)**—East Bay Partnership seeks 101.5 mhz; 25 kw; ant. 100 m. Address: 16 Mohawk Dr., Kirksville, MO 63501. Applicant is headed by general partners Irvin Davis and Debra E. Blackwell. Davis is president of licensee of KTUF(FM) Kirksville, MO, and has interests in licensee of KRTX(FM) Galveston, TX. Filed March 5.

■ **Crystal Beach, TX (BPH920304MB)**—Harbor Broadcasting Co. Inc. seeks 101.5 mhz; 12.2 kw; ant. 143.2 m. Address: P.O. Box 1138, Galveston, TX 77553. Applicant is headed by Vandy V. Anderson, and is licensee of KGBC(AM) Galveston, TX. Filed March 4.

■ **Royal City, WA (BPH920305MK)**—Northwest Chicano Radio Network Inc. seeks 96.3 mhz; .8 kw ant. 505 m. Address: P.O. Box 800, Granger, WA 98932. Applicant is headed by Roberto Maestas, and is licensee of KDNA(FM) Yakima, WA. Filed March 5.

■ **Petersburg, WV (BPED920305ML)**—West Virginia Educational Broadcasting Authority seeks 89.5 mhz; 1.45 kw; ant. 377 m. Address: 600 Capitol St., Charleston, WV 25301. Applicant is headed by Kenneth Jarvis, and is licensee of WVPN(FM) Charlestown, WVWW(FM)-WPBY(TV) Huntington, WVPG(FM) Parkersburg, WVNP(FM) Wheeling, WVBP(FM)-WSWP(TV) Beckley, WVWP(FM) Buckhannon, WVPM(FM)-WNPB(TV) Morgantown and WVEP(FM) Martinsburg, all West Virginia. Filed March 5.

■ **Kaukauna, WI (BPH920312MB)**—Supreme Radio Co. seeks 103.1 mhz; 25 kw; ant. 100 m. Address: 513 Ceape St., Oshkosh, WI 54901. Applicant is headed by Robert P. Hansen, and has no other broadcast interests. Filed March 12.

### Actions

■ **Marquette MI (BPH910515ME)**—Granted app. of IRON RANGE BROADCASTING CO. Inc. for 94.1 mhz; 4.49 kw; ant. 115 m. Address: 105 E. Kent St., P.O. Box 190, Iron Mountain, MI 49801. Applicant is headed by Charles R. Henry, and has interests in WMIQ(AM)-WIMK(FM) Iron Mountain, MI. Action March 5.

## FACILITIES CHANGES

### Applications

#### AM

■ **Fowler, CA KRCG(AM) 1220 khz**—March 9 application of KACarr Communications Inc. for CP (BP820204A) to reduce day power to 370 watts; change TL to 3.35 km NW of Fowler, CA, at 350 degrees true, make changes in antenna system: 36 39 37 - 119 41 01.

### FM's

■ **Marion, AL WJAM-FM 97.5 mhz**—Feb. 27 application of Marion Radio Inc. for mod. of CP (BPH-850403IC) to change freq. 97.3 mhz; ERP: 3.71 kw (H&V); ant.: 127.8 m.; TL: 10.5 km NE of AL Hwy 22 and Dallas Co. Rd. 189, N on CO Rd. 189 1.1 km, turn left off Dallas Co. Rd. 204 .2 km, 244 m. south of road; MSL: Orrville, AL.

■ **York, AL WSLY(FM) 104.9 mhz**—March 4 application of Grantell Broadcasting Company for CP to change ERP: 50 kw (H&V); ant.: 150 m.; TL: 1.2 miles southwest of Halsell, Choctaw County, AL; change freq. to 104.9 mhz and change class to C2 (per MM docket #88-318).

■ **Colorado City, AZ KCCA(FM) 107.1 mhz**—Feb. 28 Uzona Broadcasting Co. for mod. of CP (BPH-891220MF) to change ERP: 6.1 kw (H&V), ant.: -99.8 m., TL: NE corner of intersection of Academy Avenue and Memorial Street in Colorado City, change to class 3 (per docket #80-90).

■ **Russellville, AR KCJC(FM) 100.9 mhz**—Feb. 28 application of Johnson Communications Inc. for mod. of CP (BPH-901101IB) to change ant.: 100 m.

■ **Van Buren, AR KLSZ-FM 102.7 mhz**—March 4 application of LKR Communications Inc. for CP to change ERP: 11.831 kw (H&V), ant.: 145 m., TL: 900 block of Pernot, Van Buren, Crawford County, AR; change to channel 274C3 (per dkt. #90-460).

■ **Central Valley, CA KNKN(FM) 99.3 mhz**—Feb. 28 application of Quality Broadcasters of Calif. Ltd. for CP to change ant.: 100 m., change to class C3 (per dkt. #90-440).

■ **North Highlands, CA KEBR-FM 89.3 mhz**—March 5 application of Family Stations Inc. for mod. of CP (BPED- 861023MF) to change ERP: 3.1 kw (V); change DA pattern.

■ **Paradise, CA KCHH(FM) 103.5 mhz**—Feb. 28 application of KRIJ Partners Ltd. for mod. of CP (BPH-900305ID as mod.) to change ERP: 1.61 kw (N&W), ant.: 381 m.

■ **Fort Collins, CO KCSU-FM 90.5 mhz**—March 9 application of State Board of Agriculture for CP to change freq: 89.7 mhz; ERP: 40 kw (H), 40 kw (V); ant.: 166 m.; TL: 3.5 miles SE of Wellington, CO, Weld County; change to class C2; change directional antenna.

■ **Washington WAMU(FM) 88.5 mhz**—March 5 application of American University for CP to change antenna supporting-structure height.

■ **Pipestone, MN KISD(FM) 98.7 mhz**—March 3 application of Wallace Christensen for CP to change ant.: 310 m.; TL: 1.2 km east of Hwy 91 and 4.8 km south of Chandler, MN; Murray County.

■ **Waseca, MN KOWO-FM 92.1 mhz**—Oct. 30, 1991 application of Waseca Communications Inc. for CP to change ERP: 25 kw (H&V); ant.: 87.2 m.; change class to C3 (per MM docket #89-137).

■ **Mountain Lake Park, MD WKHJ(FM) 98.9 mhz**—March 9 application of Southern Highlands Inc. for mod. of license to increase ERP to: .75 kw (H&V) (per docket #88-375).

■ **Lexington, MS WLTD(FM) 105.9 mhz**—Feb. 28 application of J. Scott Communications Inc. for CP to change ERP: 25.5 kw (H&V); ant.: 210.2 m. TL: approx. 5.6 km NW of Canton, MS (Madison County); from intersection of US Hwy. 51 and MS Hwy 16, north on Hwy 16, approx. 4.5 km, turn left on unmarked road, west .8 km, site approx 152 m. off road; change class to C2 (per MM docket #91-183), and change main studio location.

■ **Belmont, NH WCNH(FM) 93.3 mhz**—Feb. 28 application of Steven Chartrand for mod. of CP (BPH-880225MT as mod.) to change ERP: .395 kw (H&V), ant.: 272 m.; TL: Summit of Bean Hill, Northfield, Merrimack Cnty, NH.

■ **Las Cruces, NM KRWG(FM) 90.7 mhz**—Feb. 24 application of New Mexico State University for mod. of license to change antenna power gain.

■ **Mechanicsburg, PA WTPA(FM) 93.5 mhz**—Feb. 28 application of Quaker State Broadcasting Corp. for CP to change; ERP: 1.25 kw (H&V), ant.: 219 m.

■ **North Myrtle Beach, SC** WNMB(FM) 105.9 mhz—March 5 application of Ogden BCing of South Carolina Inc. for CP to change ERP: 16 kw (H&V); ant.: 113 m. TL: Highway 90, 1.2 km southwest of Wampee, Horry County, South Carolina; change freq. to 105.9 mhz; and class to C3 (per MM docket #89-326 and #89-327).

■ **Vermillion, SD** KVHT(FM) 102.3 mhz—March 6 application of Christensen Broadcast Group Inc. for CP to change ERP: 50 kw (H&V); ant.: 125 m.; TL: 2.4 km west of Interstate 29 and 9.8 km south of state hwy 46 in Garfield Twpshp, range 51 west, Clay County, SD, change to class C2 (per MM docket #90-472).

■ **Franklin, TN** WRLT-FM 100.1 mhz—March 3 application of GMX Communications of Tennessee Inc. for CP to change main studio location.

■ **Rockport, TX** KPCB(FM) 102.3 mhz—March 2 application of Aransas Broadcasting Company for CP to change ERP: 50 kw (H&V), ant.: 113 m. TL: 1 km E of Rte. 2725, 6.2 km S of Aransas Pass, Ingleside District, San Patricio County, TX; class from 272A to 272C2 (per MM docket #87-42).

■ **Menomonie, WI** WHWC(FM) 88.3 mhz—March 2 application of State of Wisc. Educ. Comm. Board for CP to change ERP: 95 kw (H&V); change class to 202C.

#### TV's

■ **Medford, OR** KSYS(TV) ch. 8—March 9 application of Southern Oregon Public TV Inc. for CP to change ERP (vis): 191.6 kw; ant.: 817.5 m.; TL: King Mountain, 50.5 km from Medford Courthouse on true bearing of N325E degrees; antenna: Dielectric Communications TW-788-R(BT) 42-41-32 123-13-45.

■ **Sumter, SC** WQHB(TV) ch. 63—March 6 application of McLaughlin Broadcasting Inc. for mod. of CP to change ERP (vis): 1100 kw; ant.: 343 m.; TL: 8 km southeast of Blaney in Richland Co., SC;

antenna: Dielectric TFU-33JN(BT); 34-06-10 80-46-18.

■ **Huntington, WV** WPBY-TV ch. 33—March 5 application of West Va Educi Broadcasting Authority for mod. of CP (BPET-881130KE and BPET-841228KH) to change ERP (vis): 2371 kw; ant.: 379 m.; TL: 4.9 miles north 325 east of Milton, WV, Cabell County; antenna: Dielectric TFU-30-JOA-S(OA)(BT) 38-29-41-82-12-03.

#### Actions

##### FM's

■ **Helena, AR** KCRI-FM 103.1 mhz—Granted app. of Delta Broadcasting Inc. (BPH-9105231E) for CP to change ERP: 13 kw (H&V); ant.: 97 m.; change to class C3 (per MM docket #89-531). Action March 11.

■ **Lemoore, CA** KQYZ(FM) 104.9 mhz—Cancelled and forfeited app. of Lemoore Wireless Co. Inc. (BMPH-900531IB) for mod. of CP (BPH-881020IC) to change ERP: 3.00 kw H&V; ant.: 65 m.; TL: 13817 16th Avenue, Lemoore; as amended 1-25-91. Action Jan. 30.

■ **Tallahassee, FL** New FM 106.1 mhz—Granted app. of John S. Mathews Jr. (BMPH-9201291G) for mod. of CP (BPH-880324OH) to change antenna supporting-structure height and TL: 3922 Woodville Highway, Tallahassee. Action March 9.

■ **Champaign, IL** WIXY(FM) 100.3 mhz—Granted app. of Holiday Broadcasting Inc. (BMPH-920113IB) for mod. of CP (BPH-880630MV) to change ERP: 12.9 kw (H&V); ant.: 138 m.; TL: SW corner of section 13, township 18 N, Champaign County, along county road 1700 E; 1.6 km east of Philo, IL. Action March 6.

■ **South Jacksonville, IL** WJVO(FM) 105.5 mhz—Granted app. of USA Radio Partnership (BMLH-910514KD) for mod. of license to increase ERP: 6 kw H&V (per docket #88-375). Action March 6.

■ **Dexter, ME** WGUY(FM) 102.1 mhz—Granted app. of Innovative Advert. Consultants Inc. (BMPH-910613ID) for mod. of CP (BPH-880622MJ as mod.) to change ERP: 26.5 kw (H&V), ant.: 205 m., TL: 4 km NE of Dexter, Penobscot Co., ME, change channel TO 271C2 (per docket #90-444). Action March 11.

■ **Laurel, MS** WMXI(FM) 98.1 mhz—Granted app. of Radio Laurel Inc. (BPH-910605IE) for CP to change: ERP: 6 km (H&V). Action March 12.

■ **Prentiss, MS** WJDR(FM) 98.3 mhz—Granted app. of Sun Belt Broadcasting Corp. (BPH-910605IG) for CP to change ERP: 6 kw (H&V). Action March 12.

■ **Springfield, MO** KSMU(FM) 91.1 mhz—Granted app. of Bd of Regents for SW Mo St Univ. (BPED-910808IB) for CP to correct coordinates: N lat. 37 10 13.8 W. long 93 19 25.4. Action March 11.

■ **Kill Devil Hills, NC** WXAI(FM) 104.1 mhz—Granted app. of Kill Devil Hills Communi. Ltd. (BMPH-900101IJ) for mod. of CP (BPH-880406MF) to change: ant.: 141 m., TL: .4 miles W of intersection of hwy 158 and route 1124, Jarvisburg, NC (Currituck County). Action March 12.

■ **Nags Head, NC** WNHW(FM) 92.3 mhz—Granted app. of Coastal Broadcasting Company Inc. (BPH-910816IF) for CP to change ERP: 18.5 kw H&V; ant.: 62 m. Action March 6.

■ **Bayamon, PR** WXYX(FM) 100.7 mhz—Granted app. of Raad Broadcasting Corp. (BPH-910718ID) for CP to change antenna supporting-structure height. Action March 9.

■ **Lancaster, SC** WRHM(FM) 107.1 mhz—Granted app. of Our Three Sons (BPH-910814IK) for CP to change ERP: 2.6 kw (H&V). Action March 6.

■ **Atwood, TN** WTKB-FM 93.7 mhz—Granted app. of Big Tenn Communications Co. Inc. (BMPH-911223ID) for mod. of CP (BPH-870506KF as mod.) to change ERP: 6 kw (H&V); ant.: 100 m.; TL:

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just off US highway 70 near New Hope Cemetery, 1 mile southwest of Atwood, TN. Action March 9.

■ **St. Thomas, VI** WIUJ(FM) 88.9 mhz—Granted app. of Youth Development Radio Inc. (BPED-910506MI) for CP to change freq. to 102.9 mhz. Action March 5.

■ **Salem, VA** WJLM(FM) 93.5 mhz—Granted app. of WRIS Inc. (BMLH-910801KB) for mod. of license (BLH-850913KG) to increase ERP: 5.8 kw H&V (per docket #88-375). Action March 12.

■ **Dayton, WA** KZHR(FM) 92.5 mhz—Granted app. of KMEX Inc. (BPH-910923IC) for CP to change ERP: 54 kw H&V, ant.: 379 m.; TL: north slope of Pike's Peak, Oregon, 14 km southeast of Walla Walla, WA, class: upgrade to class C1 (per docket #90-596). Action March 9.

■ **Matewan, WV** WVKM(FM) 106.7 mhz—Granted app. of Three States Broadcasting Co. Inc. (BPH-900614IC) for CP to change ERP: 2.45 kw (H&V); (per MM docket #90-213) to change channel to 294C3. Action March 11.

#### TV's

■ **Riverside, CA** KRCA(TV) ch. 62—Granted app. of Fouce Amusement Enterprises Inc. (BPCT-911120KE) for CP to change ERP (vis): 3,746 kw; ant.: 723 m.; TL: sunset ridge electronics site, Los Angeles County; 5.5 km at north 317 degrees east to San Antonio Heights, CA; antenna: DielectricTFU-24ECP (DA)(BT) 34-11-16 - 117-41-55. Action March 11.

■ **Spokane, WA** KSKN(TV) ch. 22—Granted app. of KSKN Inc. (BPCT-910529KH) for CP to change ERP (vis): 230 kw; ant.: 395 m.; TL: Krell Hill, Approximately 6 km due north of KREM-TV tower; 47-36-04 - 117-17-53. Action March 11.

## ALLOCATIONS

■ **Bagdad, AZ** Proposed allotting channel 280A to Bagdad as its first broadcast service. Comments are due May 8, replies May 26. (MM docket 92-48 by NPRM [DA 92-270] adopted March 6 by Acting Chief, Allocations Branch, Mass Media Bureau).

■ **Naples, Winter Park and Okeechobee, all Florida** Effective May 4, substituted channel 276C3 for channel 276A at Naples, and modified license of WSGL-FM accordingly; upgraded station WOKC-FM at Okeechobee to specify operation on channel 276C2 and upgraded station WLOQ-FM at Winter Park to specify operation on channel 276C3. (By R&O [DA 92-287] adopted March 10 by Acting Chief, Allocations Branch, Mass Media Bureau).

■ **Hinesville, GA** Effective May 4, substituted channel 284C3 for channel 284A at Hinesville, and modified its construction permit (BPH-890504MN) and WHVL-FM accordingly. (By R&O [DA 92-277] adopted March 6 by Acting Chief, Allocations Branch).

■ **Leesburg and Unadilla, both Georgia.** Effective May 4, substituted channel 278C3 for channel 279A at Leesburg, and modified construction permit of WEGC (FM) accordingly; substituted channel 260A for channel 278A at Unadilla. (By R&O [DA 92-286] adopted March 9 by Acting Chief, Allocations Branch).

■ **Oak Grove, Bastrop and Dubach, all Louisiana** Effective May 4, substituted channel 243C3 for channel 249A at Dubach, and modified license of KPCH-FM accordingly. (By R&O [DA 92-285] adopted March 9 by Acting Chief, Allocations Branch).

■ **Greenfield, Huntsville, and Seligman, all Missouri** Proposed substituting channel 227C1 for channel 227C2 at Seligman, and modifying license of KESE accordingly; substituting channel 299A for channel 228A at Greenfield; and substituting channel 258A for channel 225A at Huntsville. Ordered KXBR, Inc.,

licensee of KXBR, Greenfield, and Demaree Media, Inc., licensee of KFAY-FM, Huntsville, to Show Cause by May 8 why their licenses should not be modified. Comments are due May 8, replies May 26. (MM docket 92-49 by NPRM and Order to Show Cause [DA 92-275] adopted March 6 by Acting Chief, Allocations Branch).

■ **Wilburton and Antlers, both Oklahoma** Effective May 4, substituted channel 279C1 for channel 279A at Wilburton, and modified license of KZUD accordingly; substituted channel 284A for channel 281A at Antlers. (By R&O [DA 92-278] adopted March 9 by Acting Chief, Allocations Branch).

■ **Ilwaco, WA** Effective April 20 amended FM table to allot channel 280C3 to Ilwaco; filing window April 21 - May 21. (MM docket 91-130, by R&O [DA 92-234] adopted by Assistant Chief, Allocations Branch).

The Assistant Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by R&Os adopted February 24, amended FM Table for following communities, effective April 20:

■ **Hartselle, AL** Substituted channel 291C3 for channel 291A; modified CP of WYAM(FM) accordingly (MM docket 91-349, DA 92-229);

■ **Altoona, WI** Substituted channel 251C3 for channel 251A; modified CP of WISFM-FM accordingly (MM docket 91-353, DA 92-227).

## ACTIONS

■ **Affirmed decision by Common Carrier Bureau's** Mobile Services Division and ordered PJB Communications of Virginia, Inc. and PJB Communications, Inc. to forfeit \$5,000 and \$3,000 respectively for failure to notify Commission that they had completed construction of facilities. (Action by the Commission March 12 by MO&O (FCC 92-99). (Report CC-443, Common Carrier Action).

■ **Frequency Coordination Process** Affirmed Bureau's action and denied application for review of dismissal of petition for rulemaking filed by International Association of Fire Chiefs, Inc. and International Municipal Signal Association which sought to amend Commission's rules to require Public Safety and Special Emergency applicants for 800 MHz assignments to apprise Commission and all coordinators of the continuing need for licensed assignments below 800 MHz. (By Order [FCC 92-78] adopted February 20 by Commission).

■ **Teton Communications** Commission has notified Teton Communications Incorporated of an apparent liability for forfeiture in the amount of \$15,000 for failing to file a notice of completion of construction and commencement of operations. (By Commission March 12 by NAL (FCC 92-100). (Report CC-442, Common Carrier Action).

■ **Consented to assignment of license from** KEZV(FM), United Radio Group, Inc. to Duhamel Broadcasting Enterprises; and granted Duhamel Broadcasting, licensee of KOTA(AM) and KOTA-TV a waiver of the one-to-a-market rule under Commission's case-by-case-standard. (By Commission March 16 by MO&O [FCC 92-102].)

■ **Chandler, IN** Granted application of Michelle Elaine Hulse, et. al. for new FM station on Channel 228A at Chandler; denied applications of Ben L. Umberger and Geyer Broadcasting Co., Inc. (MM Docket 90-502 by Initial Decision [FCC 92D-23] issued March 12 ALJ Joseph Chachkin).

■ **Liberty Hill, SC** Denied petition of Jeffrey C. Sigmon seeking allotment of Channel 252A to Liberty Hill. (By R&O [DA 92-279] adopted March 9 by Acting Chief, Allocations Branch).

■ **Longview, TX** Granted application of Capitol City Broadcasting Company for new FM station on Channel 247C2 in Longview; denied competing application of Matthew Williams. (MM Docket 90-352 by Initial Decision [FCC 92D-21] issued March 10 by ALJ Edward J. Kuhlmann).

## CALL LETTERS

### Applications

#### Existing FM

WECH(FM) WSHG Country Time Broadcasting Inc.; Ridgeland, SC

#### Existing TV

KGMC-TV KPQC Gary Cocola; Omaha, NE

#### Grants

#### New FM's

KAPD(FM) Texas Public Radio; San Antonio, TX

KRVD(FM) Douglas C. Turnbull; Rio Dell, CA

KRVF(FM) Eudora Broadcasters Inc.; Eudora, AR

KRVG(FM) Eagle Broadcasting Inc.; Eagle, ID

WWUA(FM) Alkalodge Inc.; Inverness, FL

WWUB(FM) Beach Broadcasting Ltd.; Long Beach, MS

WWUC(FM) NJ Public Broadcasting Authority; Bridgeton, NJ

WWUD(FM) Scott County Broadcasting Inc.; Stamping Ground, KY

#### Existing AM's

KRMY(AM) KIIZ Mid-Texas Radio Communications Inc.; Killeen, TX

KRSR(AM) KYYG Calegon Broadcasting Inc.; Coos Bay, OR

WJOX(AM) WVOX Dick Broadcasting Co. Inc. of Alabama; Birmingham, AL

WSFN(AM) WSNX Goodrich Broadcasting Inc.; Muskegon, MI

WTEM(AM) WGMS Classical Acquisition Ltd.; Bethesda, MD

#### Existing FM's

KDLZ(FM) KLZZ Radio Ingstad Minnesota Inc.; Deer River, MN

KGHL-FM KKUL-FM First Security Bank of Livingston; Hardin, MT

KIBZ(FM) KMXA Tate Communications Inc.; Lincoln, NE

KKCJ(FM) KXXR Capital Broadcasting Inc.; Liberty, MO

KKHU(FM) KJZS U.S. Radio L.P.; Conroe, TX

KKYX-FM KMMX Vision Communications Inc., D.I.P.; Terrell Hills, TX

KLZZ(FM) KXSS-FM Sioux Valley Broadcasting Co.; Waite Park, MN

KMSK(FM) KAVT-FM Mankato State University; Austin, MN

KORL(FM) KAGB Agnew-Sachs Broadcasting; Honolulu

KRSR-FM KYYG-FM Calegon Broadcasting Inc.; Coos Bay, OR

KXRK(FM) KZOL The Great Stock Co. of Vast Int'l Import Inc.; Provo, UT

KYNG(FM) KRRN Alliance Broadcasting Dallas Ltd.; Dallas

WDZR(FM) WXCD Ragan A. Henry National Radio, L.P.; Mt. Clemens, MI

WFCI(FM) WLMB American Christian Radio Services; Lima, OH

WGJM(FM) WXAW KVB Broadcasting; West Lafayette, IN

WMAX-FM WOSB Auburn Cablevision Inc.; Irondequoit, NY

WVLR(FM) WZST LBS Broadcasting Inc.; Appomattox, VA

WYMF(FM) WMMV Faulkner-Phillips Media Inc.; Bay Minette, AL

# Fifth Estater

## PETER CHRISANTHOPOULOS

Imagine being point man for a company that, after years of dominance, sees its market share and consumer base decline as competitors emerge offering similar services at lower prices. Now, imagine that company has three individualistic bosses. Throw in a protracted recession and one begins to appreciate the task facing Peter Chrisanthopoulos. Chrisanthopoulos is president and chief executive officer of the Network Television Association, created by ABC, CBS and NBC two years ago to pitch network television to advertisers.

A mere 10 years ago, network executives would likely have scoffed at the idea of having to form an association to promote and market themselves to advertisers. But the rapid growth of cable and syndication in the last decade changed all that. For its president they looked for someone from the other side of the table. After all, this person would be selling the virtues of network TV to advertisers and agencies. He needed to speak their language.

The networks found their man in Chrisanthopoulos. Although only 34, he has been in the business 14 years, earning a reputation from colleagues and competitors as a tough negotiator. Indeed, some suggest the networks chose him so they would no longer have to square off against him in negotiations. Chrisanthopoulos's resume includes stints at Ogilvy & Mather, National Television Group and Young & Rubicam before joining RJR's Nabisco Brands Inc. as vice president, director of broadcast, for their in-house agency, Ohlmeier Communications. Chrisanthopoulos rose through the ranks at RJR to become president and chief operating officer of RJR Nabisco Broadcast. In that post, he was responsible for a \$250-million national TV budget across all dayparts and their \$35-million free-standing insert media budget.

So why did Chrisanthopoulos—who in his own words "loves to negotiate"—take the job? Says Chrisanthopoulos: "I have advertiser and agency



experience, now I have network experience. I feel it has rounded out my background." No doubt Chrisanthopoulos also enjoys the challenge of trying to unite three competitors. His peers in the agency business, including BBDO's Arnie Semsky and Saatchi & Saatchi's Betsy Frank, give Chrisanthopoulos high marks for his research and his leadership. "Peter," says Semsky, "is a valuable property." Others also praise Chrisanthopoulos on the handling of his three employers. NTA executive committee chairman and longtime CBS executive Tom Leahy says Chrisanthopoulos has "not misstepped in two years. We are very happy with him."

While media buyers have often said among themselves that the NTA's ability to be a force in the business is limited by having three competitors as members (a lawyer is always present whenever the executive committee meets), Chrisanthopoulos denies that is the case. "We could not have accomplished what we have if

there were problems. Yes, they are competitors; however, when we have a meeting everybody puts on an NTA hat." The accomplishments Chrisanthopoulos speaks of include a report issued prior to last year's upfront titled "Network Television: The Gold Standard." The report was followed by an NTA tour of major agencies and advertisers that got generally good reviews. The association has also been praised for studies on the value of the three networks to cable subscribers; audience retention and tuning duration, and advertising in news coverage during the Persian Gulf War.

Still, translating those reports into dollars brought back to network television is, as Chrisanthopoulos knows, no easy task. "Obviously we don't sell any inventory. Much of our activity is through word of mouth. We get letters and we are a sounding board,

**President and chief executive officer, Network Television Association, New York; b. Nov. 28, 1957, New York; BBA, Marketing Management, Bernard M. Baruch College, New York, 1978; MBA, Fordham University, New York; media planner, Ogilvy & Mather, New York, 1978-81; broadcast account executive; National Television Group, New York, 1982-83; prime time supervisor of broadcast programming and purchasing, Young & Rubicam, New York, 1983-84; vice president, director of broadcast, Ohlmeier Communications, Nabisco Brands Inc., Atlanta, 1984; senior vice president, 1985; president and chief operating officer, RJR Nabisco Broadcast, 1985-90, Atlanta; present position since April 1990.**

and that is one way the networks can measure results. There is a staff of nine people at NTA, and we don't have a large operations budget. If four or five units stayed on prime time, this association would more than pay for itself." If that is the case then the NTA may be in luck. For the first time in a couple of years, things may actually be looking up for the networks as they brace for the upfront season. Three-network ratings, Chrisanthopoulos says,

are on the rise even if special programming is factored out, and the economy is starting to show some recovery.

What about Chrisanthopoulos's future? He is entering the third year of a three-and-a-half-year contract and, like any good negotiator, is holding his cards close to the vest. ■

# Fates & Fortunes

## MEDIA

**Thomas P. Newell**, director, business affairs, CBS Sports, joins CBS Enterprises, New York, as VP, business affairs and operations.

Times Mirror Broadcasting appoints VP-general managers to president-CEO's: **Jeff Rosser**, KDFW-TV Dallas; **Wayne Thomas**, KTVI(TV) St. Louis; **Dow C. Smith**, WVTM-TV Birmingham, Ala., and **Jack Harrison**, KTBC-TV Austin, Tex.

**Jim Shea**, former executive VP and partner, Wilks/Schwartz Broadcasting, joins CRB Broadcasting Corp., New York, as president, mid-Atlantic region, overseeing 2 AM's and 2 FM's.

**David M. Reynolds**, Oregon State manager, Tele-Communications Inc., named VP, chief operating officer, TCI West Inc., Bellevue, Wash.

**Richard A. Washer**, director of sales, Bonneville Broadcasting System, Northbrook, Ill., named executive VP.

**A.J. Guest**, general manager, KWAM(AM)-KJMS(FM) Memphis, joins WEDR(FM) Miami as president, succeeding **Rex B. Rivers**, named board chairman.

**Gary Voss**, general manager, WHPO(FM) Hoopeston, Ill., joins Dollywood Broadcasting Inc., as general manager, WSEV(AM)-WDLY(FM) Sevierville-Gatlinburg, Tenn.

**Warren Y. Zeger**, acting general counsel, Comsat Corp., Washington, named VP and general counsel.

**John Dziuba**, general manager, WBUD(AM)-WKXW(FM) Trenton, N.J., named VP and general manager.

**David A. Milberg**, former VP, WYCC(TV) Chicago, joins Advanced Change Management Inc., consulting and management firm, there as VP.

**Michael Nurse**, station manager, WHLL(TV) Worcester, Mass. (Boston), named VP and general manager.

**Rudy Wann**, senior director of finance, IDB Communications Group, Los Angeles, named VP, finance.

**Paul J. Fuller**, general sales manager, WNNH(FM) Henniker, N.H. (Concord), adds duties as station manager.

## SALES AND MARKETING

**John Noble**, executive VP, executive creative director, DDB Needham Worldwide, joins Backer Spielvogel Bates, Irvine, Calif., as executive VP, creative director.



Noble



Conway

**Thomas A. Conway**, VP, director of regional sales, Television Bureau of Advertising Inc., New York, named senior VP, local advertising marketing.

**Charlie Thurston**, VP, sales and marketing, Adlink, Los Angeles, named president and CEO.

**Cindy Najarian**, local sales manager, KIOI(FM) San Francisco, named general sales manager.

**Jere Patterson Jr.**, account executive, Total Video Inc., joins Action Media Group, New York, in same capacity.

**Errol Williams**, senior account executive, WWRL(AM) New York, named director of religious sales and marketing.

**Tom Rudnick**, formerly with LBS Radio, joins Florida's Radio Network, Orlando, Fla., as general sales manager.

**John Remes**, local sales manager, KARE(TV) Minneapolis, named general sales manager.

## PROGRAMMING

**Bill Mason**, senior VP, Light Entertainment, Grundy Worldwide, London, named president. **Andrew Brooke**, senior VP, Light Entertainment, The Grundy Organization, Australia/New Zealand, Melbourne, Australia, named executive VP, Light Entertainment, Grundy Worldwide, London.

**Dick Beahrs**, senior VP, Home Box Office Inc., joins Time Warner Cable Programming Inc., Stamford, Conn., as senior VP.

**Rick Leed**, former senior VP, Agency for the Performing Arts, New York, joins Wind Dancer Productions Inc., Los Angeles, as president.

**Mary Jane McKinven** has been named director of PBS's news and public affairs programming. McKinven, who has been at PBS since 1982 and held positions at National Public Radio, the *Miami Herald* and the U.S. Information Agency, will assist in program development and in coordinating special events coverage.

**Pam Satterfield**, VP, national media, Fox Broadcasting Co., Los Angeles, named senior VP, media and affiliate promotion.

**David Collins**, director of development, Procter & Gamble Productions, joins ABC Entertainment, Los Angeles, as executive director, motion pictures for TV and miniseries.

**Stacy Smith-Ehrenhalt**, director of development, New World Television, joins Zerneck/Sertner Films, Los Angeles, as VP, development.

**Douglas Moss**, senior VP, advertising sales, Madison Square Garden Network, New York, named president.

Appointments at Twentieth Century Fox Licensing and Merchandising, Beverly Hills, Calif.: **Jamie Samson**, counsel, named VP, legal and business affairs; **Steven M. Ross**, director of business development and marketing, MCA/Universal, named VP, feature

promotions, and **Susan Sherman**, manager, product placement, named director, product placement.

**Leila Maw**, director of New York office, Granada Television, forms new international TV production and business affairs consultancy, Leila Maw International, New York.



Maw



Hodder

**Stephen K. Hodder**, account executive, Grove Television Enterprises, Chicago, named VP, sales.

**Lila Reinhard**, from The Discovery Channel, joins The Monitor Channel, Boston, as VP, marketing.

**Eve Joffee**, VP, international sales, DSL Entertainment, Los Angeles, joins DSL International Television there as VP and co-managing director.

**Judith Auberjonois**, formerly with Universal/MCA, joins Dave Bell Associates, Los Angeles, as director of development.

Appointments at *NightTalk with Jane Whitney*, Burbank, Calif.: **Joe Parlagreco**, from *The Joan Rivers Show*, named director; **Robert Drury**, former investigative correspondent, *The Reporters*; **Nancy Birnbaum**, former national field producer, *Evening Magazine/PM Magazine*; **Peter Henken**, formerly with *Truth or Consequences*; **Betty Scharf**, formerly with The Monitor Channel, Boston, named producers; **Marty Bergman**, contributing editor, *60 Minutes*, named contributing producer; **Laura Marini**, formerly with WGBH-TV Boston, **Kathleen O'Reilly**, formerly with WHDH-TV Boston, **Carol Pastan**, formerly with WBZ-TV Boston, and **Richard Grant**, formerly with WNEV-TV Boston, named associate producers.

**Gary Nolan**, program director, WKY(FM) Hempstead, N.Y. (Long Island), joins WLTE(FM) Minneapolis in same capacity.

**Christopher Hunkhouser**, pro-

gram manager, New Hampshire Public Television, joins WLIW(TV) Garden City, N.Y. (Plainview), as director of programming.

**Patrick McClenahan**, independent sports producer, Prime Ticket Network, Los Angeles, named senior producer, special projects.

**Judith Allen**, director of national accounts, USA Network, New York, named VP, national accounts, affiliate relations.

**Bill Einreinhofer**, executive producer, *Innovation*, WNET(TV) Newark, N.Y. (New York), adds duties as executive producer, *Earth Tech '92*.

**Guy Hobbs**, racing commentator, ESPN, joins WKTS(AM) Sheboygan, Wis., as air personality.

**Kathy Karlin**, from United Talent Agency, joins The Matthau Company production company, Los Angeles, as director of development.

New affiliate relations managers appointed at Courtroom Television Network, New York: **David de Kadt**, from The Learning Channel, named to Western region; **Geoffrey Figgis**, from Concept Communications Inc., named to Midwestern region, and **Bill McCall**, manager of administrative services, newsgathering operations, named to Southeastern region.

Appointments at ESPN Inc., Bristol, Conn.: **Richard A. Stone**, executive director, international sales, named VP, international sales; **Jesse Curtis**, coordinator, international sales and promotion, named manager, international sales and promotion, and **Alexander P. (Sandy) Brown**, TV sales manager, NBA International Ltd., New York, named VP, international sales.

**Gina Barbarita**, from Arbitron, joins KGO(AM) San Francisco as director of research.

**John Larson**, program director, KSD-FM St. Louis, joins KZPS(FM) Dallas in same capacity.

Appointment at E! Entertainment Television, Los Angeles: **Jon Helmrich**, director of program budget and planning, named VP, program planning and enterprise; **Betsy Higgins**, regional manager, named regional director of affiliate sales, and **Dave Josephson**, account executive, named regional manager.

## NEWS AND PUBLIC AFFAIRS

ABC News 29-year veteran **Bill Seamans**, correspondent and Tel Aviv bureau chief, announced his retirement, and will be succeeded by **Jacques Grenier**, producer, Tel Aviv bureau, ABC News.

**Jim Moret**, anchor, *Entertainment Daily Journal* and senior correspondent, *Personalities*, joins CNN, Los Angeles, as senior entertainment news correspondent. **Kenneth D. Tiven**, from Orange County News-channel, joins CNN, Atlanta, as VP, TV systems.

**Tawny Little**, from KABC-TV Los Angeles, joins KCAL(TV) Norwalk, Calif. (Hollywood), as 10 p.m. anchor.

**Thomas J. Wagner**, editor, international desk, Associated Press, New York, named editor, New Delhi, India.

**Mark Stendal**, producer, *Northwest Afternoon*, KOMO(TV) Seattle, named executive producer, local programming. **Lisa Fengler**, formerly with KCPQ(TV) Tacoma, Wash., joins KOMO as art director.

**Roberta Romero**, from KOB-TV Albuquerque, N.M., joins KING-TV Seattle as general assignment reporter. **John Miller**, from WKJG-TV Fort Wayne, Ind., joins KING-TV as meteorologist.

**Steve Johnson**, Conus Communications managing editor, has been named director of news and programming services.

**Susan Shaw**, reporter, WNEM-TV Bay City, Mich. (Saginaw), named 6 and 11 p.m. co-anchor.

**Dan Randall**, recent graduate, University of Wisconsin, Platteville, Wis., joins WKTS(AM) Sheboygan, Wis., as news director.

**Connie Lane**, from WEWS(TV) Cleveland, joins WUAB(TV) Lorain, Ohio (Cleveland), as producer.

Appointments at WPBF(TV) Tequesta, Fla. (West Palm Beach): **Karen Curtis**, health reporter, named 5:30 p.m. co-anchor; **Jeffrey Sean Phillips**, photographer, named chief photographer; **Theresa Forbush**, 5:30 p.m. director, named senior director, and **Kerry Barnhorst**, master control operator, named director.



Current and past: Three newsmen with ties to CBS found themselves together at a recent lunch sponsored by the Center for Communications. From left to right: Walter Cronkite, Bill Moyers and Dan Rather. The Center's annual award luncheon, held in New York, honored Times Mirror Chairman Otis Chandler, whom Moyers introduced.

## TECHNOLOGY

**Rüttger Keienburg**, chief operating officer, Broadcast Television Systems, Darmstadt, Germany, adds duties as president, BTS, North America and South America. **Michael D'Amore**, director, business development, BTS in Americas, Sherman Oaks, Calif., adds duties as VP, marketing and business development.

**Richard S. Friedland**, VP, finance and controller, General Instrument Corp., Chicago, adds duties as chief financial officer.

**Hank Volpe**, director of engineering, WBAL-TV Baltimore, named director of engineering, WBAL-AM-TV-WIYY(FM) Baltimore.

**Jim Hartline**, chief engineer, WGNT(TV) Portsmouth, Va., named director of engineering.

**Scott Skibness**, field installation coordinator, Private Satellite Network Inc., New York, named field sales support manager.

**Tony J. Bolm**, general manager, Starfax/The Editing Company, joins Complete Post, Hollywood, as account executive.

**Rob Krajelj**, director of corporate communications, The Nexus Group, Burnaby, B.C., Canada, named VP, sales and marketing, Nexus Display Systems.

**John Parsons**, from Wollin Production Services, joins Miller/Wishengrad, Hollywood, as editor.

## PROMOTION AND PR

ABC Television Network has named **Pete Barrett** senior VP, public relations and affiliate marketing services, replacing Richard J. Connally, who is retiring April 3. Barrett has been VP, affiliate marketing services, since June 1986.

**Eileen M. Murphy**, director of program publicity, National Cable Television Association, Washington, joins Turner Broadcasting System Inc., New York, as director of public relations.

**Karen Carlton Wood**, manager of corporate and international TV, Bender Goldman & Helper, New York, named VP, corporate and international TV.

**Randy Pyburn**, director of creative services, KFOR(TV) Oklahoma City, joins KNBC-TV New York in same capacity.

**Richard J. Winters**, former executive director, publicity and advertising, Paramount Television, and partner, Flaherty/Winters & Partners, joins Hanson & Schwam public relations, Los Angeles, as VP, TV and corporate affairs.

**Dori Phillips**, project director, Maritz Communications, joins Letten/Diccicco Advertising Inc., as public relations account executive.

**Malcolm S. White**, from Marketing Planners Inc., joins FGI, Chapel Hill, N.C., as VP, public relations.

## ALLIED FIELDS

**Patricia Diaz Dennis**, former FCC Commissioner and VP, government affairs, Sprint, Washington, has been named to board of directors of National Public Radio and to board of trustees of Radio and Television News Directors Foundation.



Dennis



Raddock

**Steve Raddock**, director of promotion, Cabletelevision Advertising Bureau, New York, named VP, communications and promotion.

**Audrey L. Allison**, formerly with Peper, Martin, Jensen, Maichel and Hetlage law firm, Washington, joins Federal Communications Commission Review Board there as staff attorney.

New officers at BayCable Group, San Francisco: **Kathryn Skinner**, TCI Cablevision of California, president; **Ann McArtor**, Viacom Cable, VP, and **Susan Adams**, Pacific Cable Burlingame, treasurer.

## DEATHS

**Nancy Walker**, 69, TV actress, died of lung cancer March 25. Her TV credits include *Rhoda*, *McMillan and Wife*, and, more recently, *True Colors*. Walker had appearances in *The Golden Girls* and directed episodes of *The Mary Tyler Moore Show* and *Alice*. She is survived by her husband, David Craig; daughter, Miranda, and sister, Betty.

**Gracie Lantz**, 88, voice of Woody Woodpecker cartoon character, died of spinal cancer March 17 in Burbank, Calif. Lantz suggested to her husband, animator Walter Lantz, he create the character that was inspired by woodpecker that disturbed Lantz's honeymoon in early 1940's. In addition to her husband, survivors include two brothers.

# Monday Memo

## *“Radio will recover but only after a total shakedown and reshaping.”*

**I**s there opportunity for radio in today's recession? The answer is a resounding YES! Regardless of your current billing or rating dilemmas, there is hope if you are a forward thinker who does your homework.

At no other time in history has radio been hit so hard by economic tough times. As a matter of fact, in other economic downturns, radio was recession-proof. Remember, it was "Red Hot." Now we are just lukewarm and chilling quickly. What happened? A quick history lesson will help give us some answers. (Keep in mind that the basic job of radio is to meet the needs of the listener. They, after all, are your first and most important customer. If you don't service the listener, you cannot service the business community.)

When we go back to the depression era of the 1920's and '30s, bad economic news was around every corner, yet radio thrived. Why? Because radio offered an avenue of escape. People became enthralled with the antics of numerous comedic radio serials. Music became a pharmaceutical antidote as people began to put on the Ritz, do the Charleston and dance their troubles away. In the war-torn 1940's, people once again turned to radio, not just to be informed, but also to forget their worries.

Although television eventually stripped radio of its serials, radio marched forward, letting the good times roll. Enter rock 'n' roll to help radio get us through the turbulent 1960's. In the economic downswing of the '70s, radio put on the Ritz with disco.

As radio let the good times roll it grew and flourished. With the growth came more competition and fragmentation. This opened the door for research, marketing, sales, programing and technical consultants to give us a "Competitive Edge." Radio also had to deal more and more with rating services and advertising agencies.

During the 1980's, radio was the glamour industry. Radio was "Red Hot," with no end in sight. Radio properties were bought and sold at astronomical prices. With high debt loads to service, owners acquired all the programing and sales tools to insure success. Radio gradually became sterile on the air as we let banks and advertising agencies dictate our target demographics and formats.

Today, every major market station has achieved virtual market parity with its competitors. All the while, salespeople were taught to sell only by the numbers. With higher debt loads to service, exorbitant salaries and sky-high marketing and promotional budgets, radio advertis-

ing rates have become unaffordable.

Crash! Radio revenues are in a downward spiral. Entire broadcast groups are filing bankruptcy, and the industry is in shock. Add failing formats to the mix and you have total chaos. The final epitaph for easy listening was recently written, and now CHR is facing the grim reaper. Until recently these two formats were dominant. Are they really dead, or just buried alive? Did the industry not pay attention to the needs of the listeners and lose touch? I

believe so. I think radio became so obsessed with the business of radio that we buried these formats alive. And if it can happen to these formats, it can happen to yours.

If you're out on a limb with your debt load, evaluate and restructure. Just don't knee jerk and make bad decisions. Use your intuitive skills to ascertain where to make cutbacks. If positions are to be eliminated, be fair and up-front. Determine the programing and sales tools you absolutely need, and work with these sources to map out a frugal road to success.

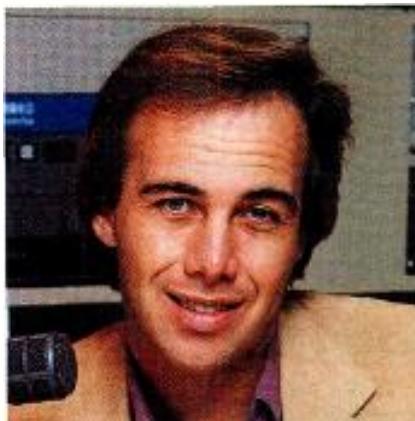
If you feel your sales could be better, then do something about it today. Teach your salespeople to sell your product and not just the numbers. Sell the radio station and what it has to offer. Everybody has something.

Teach your salespeople to pay special attention to the clients' business and advertising needs. Remember, you're not just selling time on the radio, you're marketing your clients' business. Salespeople should remember that they are not only a business partner with the radio station, but also with every client on the air. Educate your clients about radio so they will know exactly what kind of response they can expect in both the short and long run.

Finally, if you're looking for remedies in the ratings war, then let history be your answer. Give listeners something to feel good about by retooling your music to make it fun and refreshing. Tailor your music to your market. Every market is unique and should be treated as such. Close each newscast with something positive and upbeat. The changes don't need to be dramatic to be effective.

Promotions are an excellent way for a station to enhance its public image, build cume and increase TSL and share, they are also excellent vehicles for sales.

Radio will recover from the current economic slump and flourish again, but only after a total shakedown and reshaping. It begins by retaking control of your product. There will be some winners and most likely a lot of losers. Where will you fit in?



*A commentary by Bill Knight.  
Knight Communications, Pittsburgh*

Despite published reports to the contrary, a Fox spokesman said former Fox Chairman Barry Diller will not be overseeing a project for Fox as executive producer. "Barry has no deal with Fox," said the spokesman. "Diller has an interest in taking an undefined role in a project he created while at Fox that he personally cares about. He doesn't plan to be an executive producer. He doesn't know what if any involvement he'll have, but it is not what he plans to do for a living in the future."

**NBC continues to jettison veteran series;** it passed on renewing *Golden Girls* last week. NBC apparently refused to give Disney more than a 13-episode commitment. The show will move to CBS next season after that network agreed to the license fee and made a 22-episode order. At the same time, NBC has renewed several shows including *Empty Nest*, which got a two-year, 52-episode order, *Nurses* and *Unsolved Mysteries*. The network is also putting the finishing touches on a

renewal for *Quantum Leap*, with a deal expected this week.

In other renewals last week, ABC gave a 22-episode order to Disney for *Dinosaurs* and CBS will have the services of *Knots Landing* for another year. ABC also announced several scheduling moves: *Room for Two* moves to Wednesday, 9-9:30, while *Sibs* returns to the same night at 9:30-10. Both moves are effective April 15.

**CBS News said it will launch its new overnight news show, *Up to the Minute* today** (March 30) with 80% coverage of the U.S. By comparison, *Nightwatch* was getting only 60% clearance before being canceled last year. CBS Evening News anchor Dan Rather will make an appearance on the broadcast tonight to discuss the election campaigns. The broadcast will air live from 2-6 a.m., with anchors Monica Gayle and Russ Mitchell, both tapped from local news ranks. Gayle is from KNSD-TV San Diego and Mitchell is from

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 15. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune .....	14.8/223/98
2. Jeopardy! .....	12.7/213/97
3. Star Trek .....	12.6/245/98
4. Oprah Winfrey Show .....	11.3/221/98
5. Entertainment Tonight .....	8.3/187/96
6. Married...With Children .....	8.0/175/94
7. Current Affair .....	7.9/175/94
8. Cosby Show .....	7.3/205/97
9. Inside Edition .....	7.1/129/97
9. Wheel Of Fortune-wknd .....	7.1/184/80
11. Donahue .....	7.0/223/98
12. Hard Copy .....	5.1/171/92
12. Sally Jessy Raphael .....	5.1/208/98
14. WKRP In Cincinnati .....	5.6/236/98
15. Entertainment Tonight-wknd .....	5.0/189/95
15. Love Connection .....	5.0/188/91

KMOV-TV St. Louis. Stations signing up have to take at least two hours of the show, said a CBS News spokeswoman, and will split the advertising time in the program with the network. Affiliates are funding the show indirectly through their cash contributions to CBS News Net, the network's affiliate news service. CBS figures there are roughly 8 national rating points to be had during the wee hours, about 4 of which can be collected by news shows. NBC and ABC already have similar programs on the air.

## CARLSON PICKED TO HEAD CPB

Former Voice of America Director Ambassador Richard Carlson has been elected president-CEO of the Corporation for Public Broadcasting. Carlson, a three-time Emmy Award-winning journalist and currently U.S. ambassador to the Seychelles, served the second-longest tenure of a VOA director in its 50-year history, from 1986 to July of last year.

Carlson will assume the presidency in mid-July, succeeding Donald Ledwig, who announced last September he would not seek re-election. Carlson said he looked forward to serving with "a very intelligent, bipartisan" board and acknowledged that from a political standpoint, the position at CPB, as at VOA, will be difficult. "I'm going to work to mend some political fences on the Hill," he said. "I'm interested in hearing what they have to say."



**The NBC-TV affiliates meeting begins this Wednesday in Los Angeles.** Affiliate Board Chairman Eric Bremner said that "programming will be a very high topic of concern and activity," with daytime and Saturday morning receiving particular attention. Station news directors are still uncertain how much of a news break they will be given in *Saturday Today*. Other topics to be discussed may include the outlook for NBC's PPV Olympics this summer.

**Greg Chapados**, chief aide to Senator Ted Stevens (R-Alaska), has apparently prevailed in the competition to succeed Janice Obuchowski

as head of the National Telecommunications and Information Administration. Sources say routine background checks on Chapados have begun, the best indication that a White House nomination is on its way. Neither the White House nor Chapados would comment.

**The Saturday morning network race is going down to the wire, again.** After 29 weeks, ABC and CBS are tied with a 3.4/13. NBC has a 2.6/10 and Fox a 2.1/9. CBS was the winner last year, by one-tenth of a rating point over ABC.

**MGM Domestic Television Distribution has cleared *In the Heat of the Night* in 113 markets representing 78% of the U.S.**

Contrary to published reports, **KRON-TV San Francisco's attorney Roberta Cairney says there has been no settlement of King World's lawsuit** (and KRON's countersuit). KWP claims breach of contract stemming from the Chronicle Broadcasting station's removal of KWP's *Wheel of Fortune* and *Jeopardy!* from their former 7-8 p.m. time slots in favor of a shifted 7-10 p.m. prime time lineup from NBC.

**FCC Common Carrier Bureau Chief Richard Firestone may be looking for a job.** Firestone last week recused himself from all proceedings involving law firms Arnold & Porter and Wilkinson, Barker, Knauer & Quincy. A Common Carrier Bureau staffer said Firestone has acknowledged the possibility he's leaving.

With more than 10 months to go before Super Bowl XXVII in Pasadena, **GGP has sold its Super Bowl Special to 112 NBC affiliates** (representing 66% of the U.S.). NBC will air Super Bowl XXVII in prime time on Jan. 31.

**Samuel Goldwyn Television filed suit in the U.S. District Court of Los Angeles against Welk Entertainment Group**, claiming that the production company's planned 1992-93 weekly syndicated series *Knights & Warriors* is a concept stolen from SGT's three-year-old *American Gladiators* athletic competition.

**Nominees for the 13th annual Sports Emmy Awards** were announced by the National Academy of Television Arts and Sciences last week. The number of nominations

## CABLE CRITICIZES WASHINGTON

**I**ndustry executives criticized Washington's handling of communication policy last week at a day-long conference co-sponsored by Wertheim Schroder and *Variety*. During a panel discussing the television networks, HBO Chairman Michael Fuchs said the debate on cable deregulation revealed "no long-term plan.... It's typical Washington: 'OK, now I'll take care of the broadcasters.'" Tom Baxter, president, Comcast Cable Communications, said there is a "crazy set-up in Washington; regulation is not helping anyone's business." Disagreeing some was Fox Broadcasting President Jamie Kellner, who said regulation so far has helped cable.

FCC Chairman Alfred Sikes was the conference's luncheon speaker. In response to a question, Sikes ventured his guess of what cable legislation will finally look like. The FCC chairman said all systems would be subject to rate regulation, covering more than just the basic tier, and that the FCC would be asked to set a cap on the number of subscribers any MSO could have.

Sikes added it was probable that retransmission consent would be included; that program access would be more limited than in current versions, and that there would be a customer service standard. —GF

received: ABC, 25; NBC, 24; ESPN, 15; CBS, 15; HBO, 8; syndicated shows, 6; USA, 2, and Prime Network, 1. In addition to the Emmys, the third annual Lifetime Achievement Award will be presented for outstanding career contributions to sports broadcasting. The black-tie dinner and ceremonies will be held on April 20 at the Marquis Marriott in New York. The awards will not be televised this year, but, said NATAS, "ESPN will continue to work with NATAS to present the Sports Emmys on the air in the future."

**Fox's flagship station WNYW-TV** New York is consolidating its advertising/promotion and programming departments, and eliminating the post of program director, held by Joe Weber. Long-time station veteran **Phyllis Seifer** will head the new department as VP, programming and marketing, with responsibility for community affairs and on-air graphics as well. Weber could not be reached at deadline, but sources said Fox wants to keep him in the organization.

**CableLabs has demanded that the Advanced Television Systems Committee acknowledge it edited without permission CableLabs's report on ghost canceling tests** and that it make the original test summary part of the record. ATSC Chairman James McKinney said CableLabs's arguments for consideration of hardware, as well as reference signal performance, were excised from the summary because

they fell outside the technical-only summary specification. ATSC, which he said mailed the original summary to members along with the edited version, could respond to the demands this week. Broadcast field tests found the Philips Laboratories system outperformed others over the air; CableLabs found the Sarnoff/Thomson system worked best in cable plant.

**The leaders of the Senate Rules Committee rejected Senate Special Independent Counsel Peter Fleming's request that the committee force the testimony of National Public Radio legal affairs correspondent Nina Totenberg by requiring her to turn over all of her records and enforcing a subpoena for her telephone records.**

**New England Cable NewsChannel has signed a deal with GE American Communications to deliver the service via Satcom 4R through the mid-1990's.** Additional regional services carried by the satellite include Sportschannel New York.

**Melvin Lindsey**, 36, Washington radio host, died from complications of AIDS there March 26. Lindsey was a popular host heard since the early 1970's, first on WHUR-FM Washington's *The Quiet Storm*, where he pioneered a format of rhythm and blues combined with light jazz. He and his program later moved to WKYS(FM) Washington, under the name *Melvin's Melodies*. Radio stations around the country later began using Lindsey's *Storm* format.

# Editorials

## SHADES OF 1939

**O**ne could hardly resist the temptation to feel a part of history at General Instrument's private test broadcast of digital over-the-air HDTV last week in Washington (see "Top of the Week"), a temptation GI was hoping none would resist.

The GI system is only one of several HDTV systems looking for FCC imprimatur, and its test program, with its images of waving flags and spacious skies to the accompaniment of patriotic music, was obviously orchestrated to trumpet good old American know-how (GI and MIT) and create an aura of inevitability around the system. But if it is too soon to call a winner in the HDTV derby, the test suggested digital delivery of an HDTV picture at low power and within 6 mhz of bandwidth is doable, if the compression techniques employed in the test hold up. (Even digital competitor Zenith hailed the first successful 6 mhz demonstration as "proof that digital is here to stay".)

Digital HDTV looks more and more like the shape of things to come.

## TIGHTENING THE NOOSE

**T**he other shoe has dropped on the cable industry. Representative Ed Markey (D-Mass.) has crafted a bill that, if anything, is stronger than the Senate's S. 12. Which is to say, it would construct a regulatory straightjacket around the wired medium that will affect every aspect of its day-to-day operation, and cost it a bundle.

The prospect for broadcasting is promising, if as yet premature. The Markey bill has must carry and retransmission consent among its features, heightening the likelihood that a second revenue stream for broadcasters may emerge. Whether it will be a trickle or a flood won't really be known until the marketplace determines (a) how much of broadcasting cable is willing to pay for and (b) whether copyright holders get the lion's share anyway.

The cable industry's defense against these measures is not without merit. This page is particularly sympathetic to the view advanced in a new Time Warner white paper (page 42) that the rate regulation and program access provisions of S. 12—and presumably the Markey bill—are unconstitutional in that they violate the First Amendment. As enunciated by Stuart Robinowitz of Paul, Weiss, Rifkind, Wharton & Garrison, with supporting memoranda by Judge Robert Bork and Professor Laurence Tribe, the paper argues that cable rates cannot be regulated

without First Amendment peril any more than the prices of newspapers in one-paper towns. Moreover, it likens the forced-sale doctrine for cable-developed programming to making the *Washington Post* release its columns to the *Washington Times*.

Cable, from this page's point of view, has been slow in assuming the role of a First Amendment speaker. Many of its leaders have feared that claiming its protections would open them to franchise challenge and overbuilding. Time Warner might have gone even further in asserting its First Amendment defense—must carry is certainly suspect on those grounds—but we're nevertheless gratified by this evidence that major players in the Fifth Estate are recognizing their First Amendment heritage. *And*, one hopes, their responsibilities.

## SEE NO EVIL

**W**TOP(AM) Washington has decided to ban the use of terms such as "redskin," "brave" and "chief" on its station, including newscasts and advertisements. There are other "nonwords" on the list, and more may be added. The station also plans to poll native Americans to gauge the extent of their offense at the terms. We applaud such sensitivity, but the ban is a mistake.

Broadcasters should be in the business of reporting information, not contorting it. (If they do not like the names, they are, of course, free to editorialize.) It is not a journalist's job to protect offended parties from the truth, which is not that native Americans should be called "redskins" or that "Fighting Irish" is accurate, but that those names are still being used by sports teams around the country. To sanitize that fact is more likely to perpetuate the problem than to resolve it.



Drawn for BROADCASTING by Jack Schmidt

"Sixty stations. That's outrageous. These radio broadcasters should tough it out with the rest of the country."

# S.O.S. FOR ENG.

Everything you need to know about electronic news gathering (ENG) image capture and production equipment will be reported on, explained and analyzed in a Special Supplement appearing in *Broadcasting*'s April 13 issue.

Easy-to-read, easy-to-understand information—in non-technical terms—on cameras, lenses, field editing equipment, VTRs and formats, mobile vans and trucks, library management systems, and the transmitters and receivers that make ENG work.

There'll be information, too, on what the future holds for this vital part of the electronic journalism field.

It's the perfect vehicle for manufacturers, distributors and dealers of ENG equipment and systems to reach the TV general managers who ultimately make the buying decisions.

**Issue date: April 13, 1992**

**Ad deadline: April 3, 1992**



## Broadcasting

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Washington D.C.

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Fax 463-3159

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# IT'S SHOWTIME AT THE APOLLO!

A Powerhouse in its Sixth Unbeatable Season

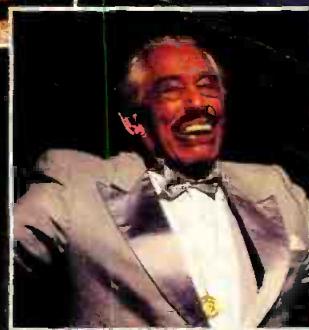
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